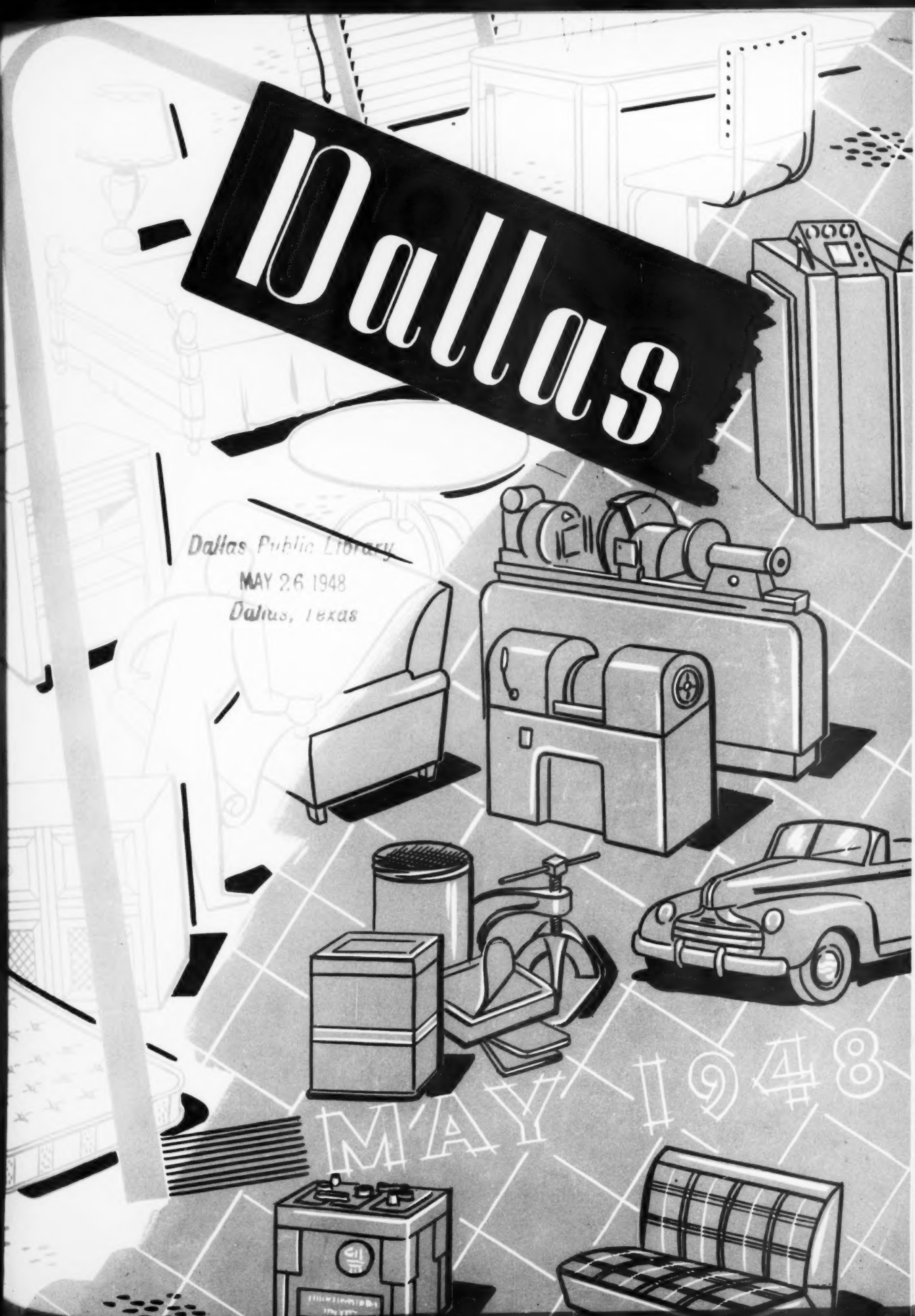


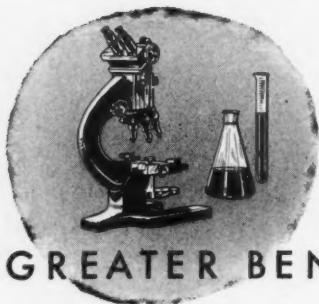
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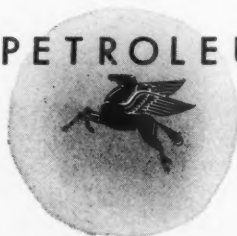




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In our mechanized world petroleum is the life blood. Yet, despite expanded facilities and improved methods of the petroleum industry, demand has outgrown supply. ¶ That increased demand has accentuated the need for greater skill and science in the never-ending search for better ways to increase daily output and improve product quality. ¶ The Magnolia Petroleum Company, pioneer producers, refiners and marketers of petroleum products for use on the road, in the air, in industry and in the home, continues to invest time, skill and money in the unrelenting effort to produce more, better, for the greater benefit of all.

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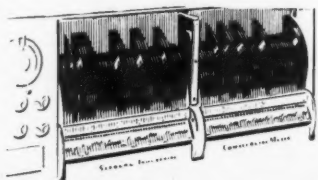
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DALLAS •

THE AMAZING NEW *Seeburg!* SELECT-O-MATIC 200 LIBRARY



THE AMAZING SELECT-O-MATIC "BRAIN"
.. available only on Seeburg instruments .. goes into the library, takes out the record you wish to hear, plays it on one or both sides, then puts it back into the library without your ever touching it! It will play any of one hundred records .. two hundred selections .. in the same manner. It handles records much more gently than you ever could.



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MOST AMAZING MUSIC SYSTEM EVER .. FOR *Industrial Plants* .. FOR HOTELS, STORES, HOMES

A post war dream product come true .. a wonderful employee-relations aid for industrial plants .. a great customer-relation aid for hotels, clubs, stores .. a great personal joy in home gamerooms! Furnish music to one or more plants .. A.M.-F.M. radio is included for important broadcasts or news .. public address system is built-in for paging over one or more plants! It's amazing .. It's the "Select-O-Matic Brain" .. It's in our showroom now for your inspection!

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DALLAS Pioneers



BUSINESS CONFIDENCE Built on Years of Service

☆ Old firms like old friends have demonstrated their worth through long periods of prosperity and adversity. The firms listed on this page have served Dallas through the years. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1869 PADGITT BROS. COMPANY
Leather Goods—
Wholesale and Retail

1869 THE SCHOELLKOPF COMPANY
Manufacturers and Wholesale
Distributors

1872 DALLAS RAILWAY & TERMINAL CO.
Street Railway

1872 SANGER BROS. DEPT STORE
In Dallas Since 1872
In Texas Since 1857

1875 DALLAS TRANS. & TERM. WHSE. CO.
Warehousing, Transportation
and Distribution

1875 FIRST NATIONAL BANK IN DALLAS
Banking

1876 TREZEVANT & COCHRAN
Insurance General Agents

1876 FAKES & COMPANY
Home Furnishings

1885 MOSHER STEEL COMPANY
Structural Reinforcing
Steel and Machinery Repairs

Established

1889 J. W. LINDSLEY & COMPANY
Real Estate, Insurance

1889 METZGER'S DAIRY
Dairy Products, Wholesale
and Retail

1890 WILLIAM S. HENSON, INC.
Printing and Advertising

1893 FLEMING & SONS, INC.
Manufacturers—Paper and
Paper Products

1900 THE MURRAY CO.
Carver Cotton Gin Division 1807
Boston Gear Works Division 1880

1900 JOHN DEERE PLOW CO.
Agricultural Implements

1902 CULLUM & BOREN COMPANY
Wholesale and Retail
Sporting Goods

1903 ACME SCREEN COMPANY
Ac-Ka-Me Products, Insect
Screens, Cabinets, Lockers,
Boxes and Venetian Blinds

1903 REPUBLIC INSURANCE COMPANY
Writing Fire, Tornado, Allied
Lines and Inland Marine
Insurance



Jess O. Yeargan, manager of Fakes & Company, followed in the footsteps of his father, Thomas R. Yeargan, in entering the furniture business. The view above of one of Dallas' leading furniture stores in the 1880's—Billington's Furniture Company—shows Thomas Yeargan, manager for Billington's from 1887 until 1892, standing in the doorway at the right, wearing a business suit. Fakes & Company has been a Dallas business institution since 1888 and Jess O. Yeargan has been associated with the concern since May 1, 1915. He served as the first secretary of the 25-year-old Retail Furniture Association of Texas, later as president, and last month was elevated from vice president to president of the Dallas Retail Merchants' Association, a division of the Dallas Chamber of Commerce. Fakes & Company was established in Fort Worth in 1876.

Established

1903 FIRST TEX. CHEMICAL MFG. CO.
Pharmaceutical Manufacturers

1904 ATLAS METAL WORKS
Sheet and Metal Manufacturers

1904 T. A. MANNING & SONS
Insurance Managers
Fire — Casualty

1906 HESSE ENVELOPE COMPANY
Manufacturers of Envelopes
and File Folders

1909 THE SOUTHERN SUPPLY COMPANY
Wholesale Hardware and
Industrial Supplies

Established

1911 GRAHAM-BROWN SHOE COMPANY
Manufacturing
Wholesalers

1912 STEWART OFFICE SUPPLY COMPANY
Stationers—Office Outfitters

1913 BROWNING-FERRIS MACHINERY CO.
Construction Equipment

1914 TEXAS EMPLOYERS INSURANCE ASS'N
Workmen's Compensation
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1914 HIGGINBOTHAM-BAILEY CO
Importers - Manufacturers
and Distributors



DALLAS



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 International Council of Industrial Editors.

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From Orange to El Paso — from the Red to the Rio Grande — Layne-Texas engineers, for over a half century, have proved their ability to install well water systems, AND GUARANTEE THEIR PERFORMANCE.

Plan your future water needs NOW — and let us help you.

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HOUSTON • DALLAS

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K*Keep your business READY to meet growing market conditions*

Progress, the American way, is built on competition. To get ahead and *stay* ahead, your business or industry must meet the market conditions of today and be ready to meet those of tomorrow.

If you need financial assistance in expanding your business to keep pace with the rapidly growing Dallas-Southwest market, call on the First National Bank in Dallas. We will be glad to work with you—to help you with your expansion plans.

First National Bank

in Dallas MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



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DALLAS

WASHINGTON

By DALE MILLER

Representative of the Dallas Chamber of Commerce
in the Nation's Capital

"Gone to Texas"

THE formal announcement by the Navy Department last month of the imminent removal of Chance Vought Aircraft from Stratford, Conn., to the Naval Industrial Reserve Plant at Dallas represented the culmination of many months of painstaking planning and negotiation,



DALE MILLER

there was a great deal more at stake, not alone for the Navy or Chance Vought or Dallas, but for the nation as a whole, than many of us may now fully comprehend.

The succinct announcement made public by the principals on April 17 was gratifying to be sure. For the Navy it meant the beginning, and a heroic beginning, of the fulfillment of an obligation by the Government to strengthen national defense by dispersing the aircraft industry, and in a larger sense by relieving whenever possible the congestion of industry generally in the more vulnerable areas of the North and East. For Chance Vought, it meant a challenging opportunity to progress in a new industrial frontier, a land to grow with, where the aspirations and enthusiasm of the people are so peculiarly akin to its own. And for Dallas it meant not only the acquisition of an important industry with the economic benefits to be mutually realized, but also the envelopment within its social structure of the type of individuals and families who will prove easily compatible with the Texas way of life.

The Navy Department's role in the negotiations of the past several months was one of conscientious and objective awareness of the best interests of the na-

tion. No government agency can undertake a responsibility of such magnitude and far-reaching consequences without being subjected to some interferences and pressures, but at no time did such obstacles cause any deviation from the Navy's objective of determining each issue on the basis of the national welfare. The substantial interest of the Federal Government in the former North American facility was protected, as was the interest of prior users of the facility; the needs and problems of the community were considered in each phase of the negotiations; and the selection of Chance Vought was made only after all prospective occupants of the plant among the aircraft industry were carefully investigated. And motivating each step of the negotiations was the basic purpose of bulwarking the national defense by effectuating a dispersal of the vital aircraft industry.

Chance Vought's contribution to this significant undertaking was in many respects remarkable. While its technical experts were involved for months in the tedious task of working out a multitude of complicated details, its top officials were continuously busy with important phases of the problem which were far more statistical, phases which would have been cavalierly ignored by many another industry. These executives devoted many days on many visits to studying every facet of Dallas life, its economic pattern, its social pursuits, its schools, its churches, its cultural activities, its sports, its civic spirit, how Dallas works and plays and grows. What they found they took back to Connecticut; and in publications, movies, and other media, as well as through innumerable personal contacts, they told the Dallas story, acquainting their people with what lay beyond the horizons of their future.

These executives were concerned not with mathematical formulas but with human equations. They appreciated the profound significance of the fact that they were bringing to Dallas not only ma-

chinery, but people, their own people; and they went about skillfully to assimilate them in their new environment long before they became physically a part of it. The Chance Vought officials were actuated by the realization that they and their people were to become not merely a cog or a wheel of Dallas industry, but a vital and inseparable part of Dallas life throughout the indeterminate future. What these executives have accomplished in this respect cannot be easily measured, but it will be reflected in many ways in the months and years ahead in the satisfaction and happiness of their people.

What Dallas itself contributed to the negotiations between Chance Vought and the Navy during the past many months is perhaps not appropriate to this article, but it would be less than honest not to state that its contributions have at times been considerable. Departments of the Dallas Chamber of Commerce were alertly cooperative in many aspects of the problem, and were on occasions a liaison between the principals in the solution of difficulties. To mention only one example, when the runways at the field adjacent to the plant were found to be too short for jet-propelled aircraft, the Dallas City Council, at the request of the Dallas Chamber of Commerce, promptly pledged the funds needed to lengthen the runways, and thus a serious obstacle to the success of the negotiations was quickly overcome.

In any event, it is not inappropriate that these observations on the Chance Vought relocation are made from the perspective of distant Washington, for there is much of significance in this great undertaking than that which is pertinent primarily to the Navy, Chance Vought, or Dallas. It is, of course, true that the relocation of this essential plant was motivated principally by the obvious necessity of dispersing the aircraft industry to inland areas. There is too much concentration of this vital industry in the Northeast, and Chance Vought itself offers conclusive evidence of that fact. Although it is an industrial entity in itself, Chance Vought is only one of four subsidiaries of United Aircraft Corporation, and the other three will still remain within the confines of a small Connecticut area. Moreover, other large aircraft manufacturers, such as Republic, Gruman, Fairchild, and Martin, are close by on the Eastern seaboard. It is not difficult to understand the scope and complexity of the problem confronting the

(Continued on Page 62)



NAVY JET FIGHTER, the XF6U-1 Pirate, pictured above, will be produced by Chance Vought Aircraft Division in its new Dallas plant. The carrier-based fighter is described by the Navy as being in the "well over 500-miles-an-hour speed class."

Chance Vought's New Frontier

TWO freight cars—one bearing the name of the Texas & Pacific Railway and the other the markings of the New York, New Haven & Hartford—rolled to a stop one morning early this month on a siding at the Naval Reserve Industrial Plant in Dallas.

Workmen unloaded a number of grinders, drill presses, and lathes, and set them up in the building that served as Plant B of North American Aviation during the war.

Thus began the biggest industrial relocation in the history of the United States.

The two box cars were loaded with machinery, material, and medical equipment of the Chance Vought Aircraft Division of the United Aircraft Corporation, the first of an estimated 1,000 cars that will be required to transport the huge aircraft company from Stratford, Conn., to its new Dallas factory. Chance Vought expects soon to have freight cars arriving in Dallas at the minimum rate of 10 a week for as long as is necessary to ship the estimated 50,000,000 pounds of machinery, equipment, and supplies that will be required to complete the removal.

Relocation of the plant follows the announcement last month by the United States Navy that it had selected the Chance Vought Aircraft Division from a group of airframe applicants to occupy the Navy Industrial Reserve Plant for the production of jet-propelled Navy fighter planes. The announcement concluded many months of negotiations, in which the Dallas Chamber of Commerce played a leading role.

The initial shipments, which arrived in the two freight cars on a "trial run" over the 1,700-mile route from Stratford,

comprised for the most part machinery for setting up a training center, first phase of the removal operations. In addition to the training equipment, the material sent along consisted largely of sheet, bar, and tube stock. There was also some equipment for the medical section.

For the trial shipment of some 60,000 pounds, Chance Vought used a car of the Texas & Pacific Railway and one of the New York, New Haven & Hartford Railroad, as these two lines are carrying all of the aircraft company's cars at the points of origin and destination. On hand to meet the cars in Dallas was Burt A. Carlson, chief of materials, who also saw the cars off at Stratford.

Mr. Carlson is among the initial group of Chance Vought officials who now give Dallas as their permanent address. Others are George Norton, employment supervisor; Louis P. Brown, assistant purchasing agent; and Ted Mitchell, housing expediter.

First piece of machinery to move out of the New England plant labeled with the Dallas address was a 6,290-pound miller, a machine used to reduce bar stock to required thicknesses within 1000th of an inch. Multiply several thousand times the story of the handling of the miller and some idea will be had of the problems encountered in moving an airplane company 1,700 miles.

First act to start the miller on its long journey was to attach a facility inventory tag to designate the exact spot in the Dallas plant on which this machine now stands. Dallas workers moved the machine to the exact spot by looking at their industrial engineering drawing. Before it was started on its way, however, the

miller was moved from its former location in the Stratford plant to the shipping area, where it underwent a process of preservation for the long trip. The process consisted of putting a black paste, known as paralkatone, on the unpainted surfaces of the miller that might have corroded or rusted in transit, and also of wrapping the motor in waterproof paper. The machine was then "skidded," that is, mounted on a wooden platform to facilitate moving and handling en route, and then was carried by a Chance Vought truck to the freight station and loaded aboard a box car. Six days after its departure from Stratford, the miller reached Dallas, the first of an estimated 2,000 machines in all to be moved. Each machine in the plant at Stratford is being tagged and addressed to the particular spot in the Dallas plant where it is to be used.

Although at least a year's time is expected to be required for the transfer to be made from Stratford, operations in the Dallas plant are due to start at an early date on a gradually increasing scale on the production of Chance Vought's newly designed XF6U-1 jet-propelled Pirate, a Navy fighter airplane. Meanwhile, the company will continue operations at the Stratford plant in producing the Navy F4U-5 Corsair fighter airplane until the contract is fulfilled.

Rex B. Beisel, general manager of the Chance Vought Aircraft Division, pointed out that the Dallas facilities were chosen because of the following advantages over the Stratford plant:

1. Larger and more efficient manufacturing quarters, capable of considerable expansion in case of an emergency.

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2. Better flying facilities and flying weather for high-speed jet airplanes which will constitute the majority of the division's output in the future.

3. Considerably lower maintenance costs.

4. Dispersal to an inland position in the interests of national defense.

"We know that the progressive attitude so prevalent in Dallas will aid us greatly in accomplishing our own forward-looking plans. Naturally, we regret leaving the Bridgeport location which we have occupied for eight years, but we definitely need the superior manufacturing facilities offered in the Dallas plant. We are hopeful that we will be able to make a real contribution to the City of Dallas and we feel sure that we will receive cooperation of the highest degree from the community."

Serving to make the move to Dallas all the more advantageous for the Navy and Chance Vought was the action of the Dallas City Council last December in appropriating about \$250,000 to ex-

tend one of the runways at Hensley Field, which adjoins the Chance Vought plant. The extended 8,000-foot runway which Hensley Field will provide is necessary for the safest operation of jet airplanes. Limitations at the Bridgeport, Conn., airfield, used by Chance Vought in the past, have made it necessary for the aircraft company to ship disassembled jets 2,500 miles to the Muroc Army Air Base in California for initial tests.

Having negotiated with Chance Vought and the Navy for some 15 months to bring about the move, the Dallas Chamber of Commerce proudly told the remainder of the United States about the relocation in full and half-page advertisements which appeared in the Wall Street Journal, the New York Herald Tribune, and Business Week.

"G.T.T. (Gone to Texas)," the advertisement proclaimed in a headline reminiscent of pioneer days, when, the "copy" explained, "the cryptic letters G.T.T. became familiar in the Old South,

the Midwest, the North and East; they stood for 'Gone to Texas'—the land of geographic and climatic advantages, of untold natural resources, the land of expanding opportunities."

"Now the pioneers' G.T.T. sign is becoming a familiar sight again; soon it will go up at Stratford, Conn., to mark what we believe to be the greatest, most significant industrial relocation in the history of America," continued the Dallas Chamber's advertisement, which was timed to appear nationally within a day after the Navy announced officially that Chance Vought was moving to Dallas.

The Naval Industrial Reserve Plant at Dallas comprises 67 acres of factory floor area under roof on a site embracing 272.59 acres of land. Under a lease agreement between Chance Vought, the Texas Engineering and Manufacturing Company, which is housed in the old A plant of North American Aviation, and the Navy, which took title to the former North American Aviation facilities last December, TEMCO is subleasing the B plant to Chance Vought until January 1, 1949, at which time Chance

(Continued on Page 12)

CHANCE VOUGHT'S CHIEF EXECUTIVE—Rex B. Beisel, general manager, center—is pictured while in Dallas with J. F. Hemmert, assistant factory manager, right, and Keith Baker, public relations manager, left.





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The Wall Street Journal is published daily in three cities—New York, San Francisco and Dallas (★)—for fast coast-to-coast distribution. Also regional mailings are made following air-freight delivery from Chicago, Detroit, Cincinnati, St. Louis, Denver, Portland, San Diego and Seattle (•). More than 80% of The Wall Street Journal subscribers receive first day delivery.

THE WALL STREET JOURNAL





WEST EDITION STREET JOURNAL

THE new Southwest Edition of The Wall Street Journal started publication in Dallas, Texas, on May 3rd.

You can be sure of this new edition, because its formula has been tried and proved.

It is serving the great Southwest with first-day delivery — bringing complete reporting and interpretation of both national and regional business news to 9½ thriving, growing states.

This is a vital area. It includes 15% of our buying power—17% of our population — 13% of our national income.

Penetration into this area with a regional edition now gives The Wall Street Journal even greater national coverage of large and small business and industry.

This *only* national business daily, with over 125,000 circulation — represented in practically every county in the United States—now delivers *even more* decision-makers than ever.

If you advertise to business and industry, The Wall Street Journal should certainly head your list.

PROVED BEST FOR BUSINESS—

THE WALL STREET JOURNAL NOW BRINGS

THE COUNTRY'S FASTEST GROWING SECTION IT'S OWN EDITION

For the regional business or distributor, this new edition offers selective, economical, one-publication-coverage of the industrial buying power of the Southwest.

For banks, investment and brokerage firms, it provides sure contact with the most logical corporate and individual prospects.

For quality goods advertising and better retail stores, it assures a concentrated audience of cosmopolitan people who consistently buy the best of everything.

For the national advertiser, it delivers intensive regional penetration of a rich and growing business market.

JOURNAL

*Delivers More Decision-Makers
Per Dollar*





ADVERTISEMENT of the Dallas Chamber of Commerce announcing Chance Vought Aircraft Division's relocation in Dallas is being read by O. D. Collins, assistant personnel manager, left, and W. H. Espey, assistant to the general manager and plant engineer.

Chance Vought

(Continued from Page 9)

Vought will assume the lease on all properties and will sublease the A plant to TEMCO.

Chance Vought expects to obtain from the Dallas area a substantial number of the employees it will need for full operation. With 8,000 persons on its payroll currently at Stratford, it plans to move an appreciable number of them to Dallas, perhaps as many as 1,600, particularly supervisory and key personnel, but many more persons will still be needed. Transfer of employees from Connecticut will be gradual, extending throughout this year.

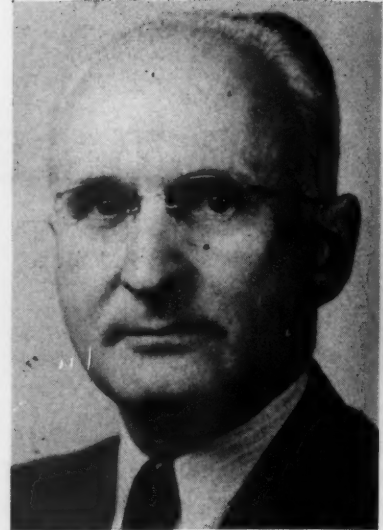
Holding a key position as a producer and designer of high-performance Naval aircraft, the Chance Vought Aircraft Division of United Aircraft Corporation has been turning out airplanes since 1919. Named for its founder, Chance Milton Vought, who died in 1930, the company is one of four divisions of United Aircraft Corporation, with head offices in East Hartford, Conn. The other

units are Pratt & Whitney Aircraft and Hamilton Standard Propellers, located in East Hartford, and the Sikorsky Aircraft Division, with headquarters in Bridgeport. Chance Vought today is concentrating its operations on the development of radically new types of aircraft, materials, and processes in addition to the manufacture of airplanes and spare parts.

Chance Vought officials first looked at the Dallas plant in November, 1946, and then for more than eight months studied every facet of the plant, the Dallas community, the climate, labor quality and quantity, Texas, and the Southwest. Then, convinced of the desirability of the relocation, they entered into negotiations with the Navy.

The Dallas Chamber's national advertising elaborated on the advantages which have led Chance Vought to make the removal to Dallas. The advertisement cited these benefits:

Better year-round flying weather (contact flying conditions 94 per cent of the time).



Clinic for Flyers. Chance Vought is not the only member of United Aircraft Corporation's family that is "coming to Dallas" this year. Led by A. Lewis MacClain, engineer and test pilot, pictured above, a delegation from Pratt & Whitney Aircraft of East Hartford, Conn., will be in Dallas June 4-5 to conduct a clinic for flyers assembled at Southwest Airmotive Company.

Like Chance Vought, Pratt & Whitney is one of the four divisions of United Aircraft but unlike its sister division, Pratt & Whitney has been represented in the Dallas area for a long period of time by Southwest Airmotive, one of the factory's four authorized sales and service agencies. Southwest Airmotive also represents a third member of the United Aircraft quartet — Hamilton-Standard Propellers. In 1942, Mr. MacClain was presented with the Octave Chanute Award of the Institute of Aeronautical Sciences for outstanding contribution by a pilot to the aeronautical sciences.

An adaptable manufacturing plant—modern, integrated, suitable for efficient, low-overhead, peace-time operations, yet adequate for quick expansion in time of emergency.

Superior airport facilities (provided by the foresight of the City of Dallas years before Pearl Harbor).

Proven efficiency of Dallas workers (war-time aircraft manufacturing operations in Dallas established industry-wide production efficiency records).

Good living conditions in the Dallas area.

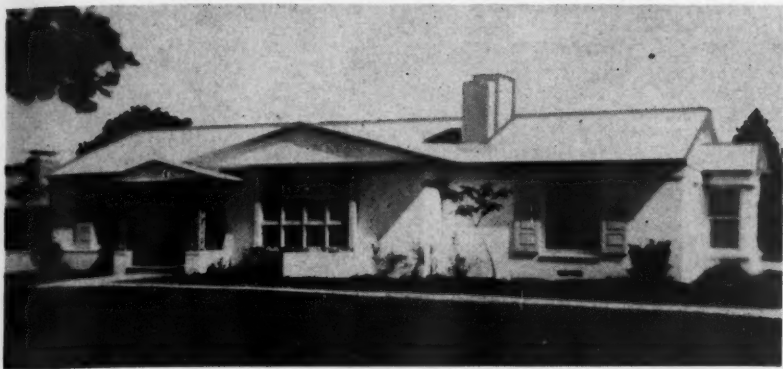
While operations are continuing at the Stratford plant toward completion of the F4U-5 contract and certain experimental

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DALLAS •



NEW DALLAS HOME of B. D. Taliaferro, factory manager for Chance Vought Aircraft Division, is one of the first to be purchased by personnel moving to Dallas. Mr. Taliaferro bought his new home at 4828 Mockingbird Lane from Laughlin, Silver, and Frank, who are building some 40 new residences in Greenway Parks. Jim Clark, developer of the subdivision, negotiated the sale.

contracts, Chance Vought is giving all of its employees an opportunity to indicate their personal feelings as regards a possible transfer to Dallas. To help the workers learn everything possible about the Dallas community including living conditions and other vital facts, Chance Vought has set up an information center stocked with a variety of material and exhibits regarding Dallas. In addition, the company prepared a booklet, "Preview to Dallas," for distribution among employees. In assembling the material, data, and exhibits on Dallas and in the preparation of the Dallas booklet, Chance Vought made use of the facilities of the Dallas Chamber of Commerce.

When the Chance Vought key workers begin arriving at the Dallas plant, probably by mid-June, they will receive a hearty handshake from the adjacent town of Grand Prairie. A group of 18 good will ambassadors from Grand Prairie recently spent two days in Stratford getting acquainted with Chance Vought personnel and inspecting the jet airplane plant. Back home, Grand Prairie's welcome-to-Texas committee is completing plans to give the Chance Vought employees a real Texas reception.

"We did a lot of bragging about Texas hospitality while up in Connecticut, and we've got to show them it just wasn't after-dinner speech-making," said W. A. Hotchkiss, president of the Grand Prairie Chamber of Commerce. "We're going to put 'Welcome Chance Vought' stickers up all over town and see that no worker arrives without some sort of personal

greeting and assistance in getting settled in Dallas County."

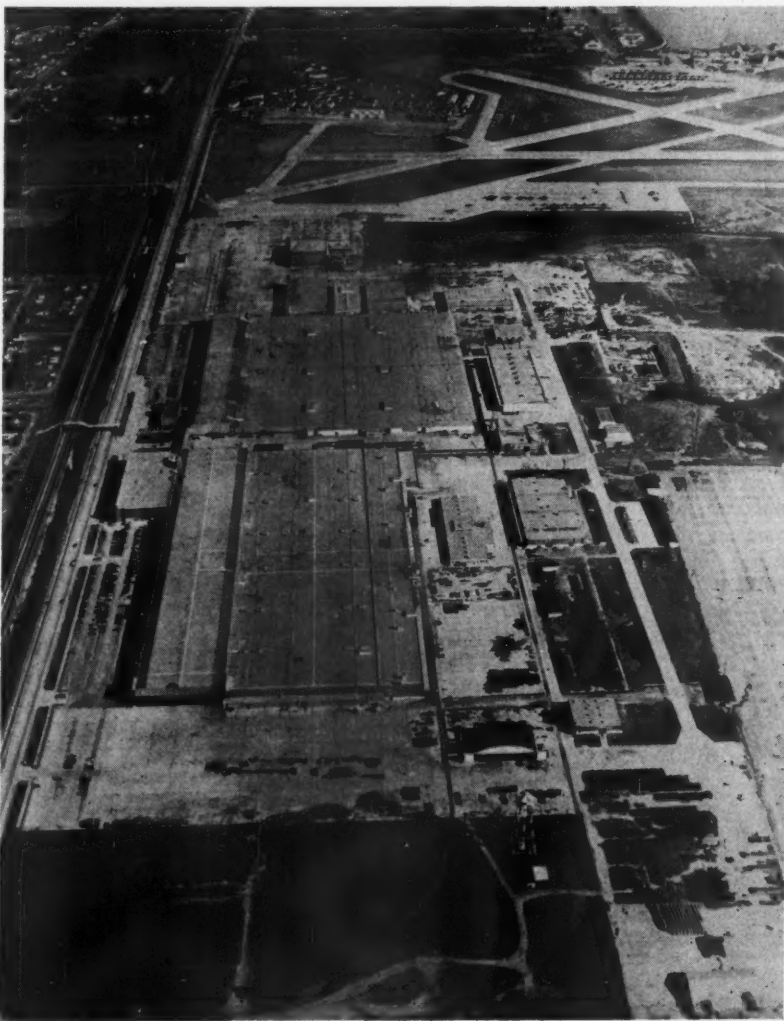
Upon returning to Dallas for a brief stay just after the Navy announced the lease of the Dallas plant to Chance Vought, Mr. Beisel exclaimed with a

broad grin: "It surely is good to be back home."

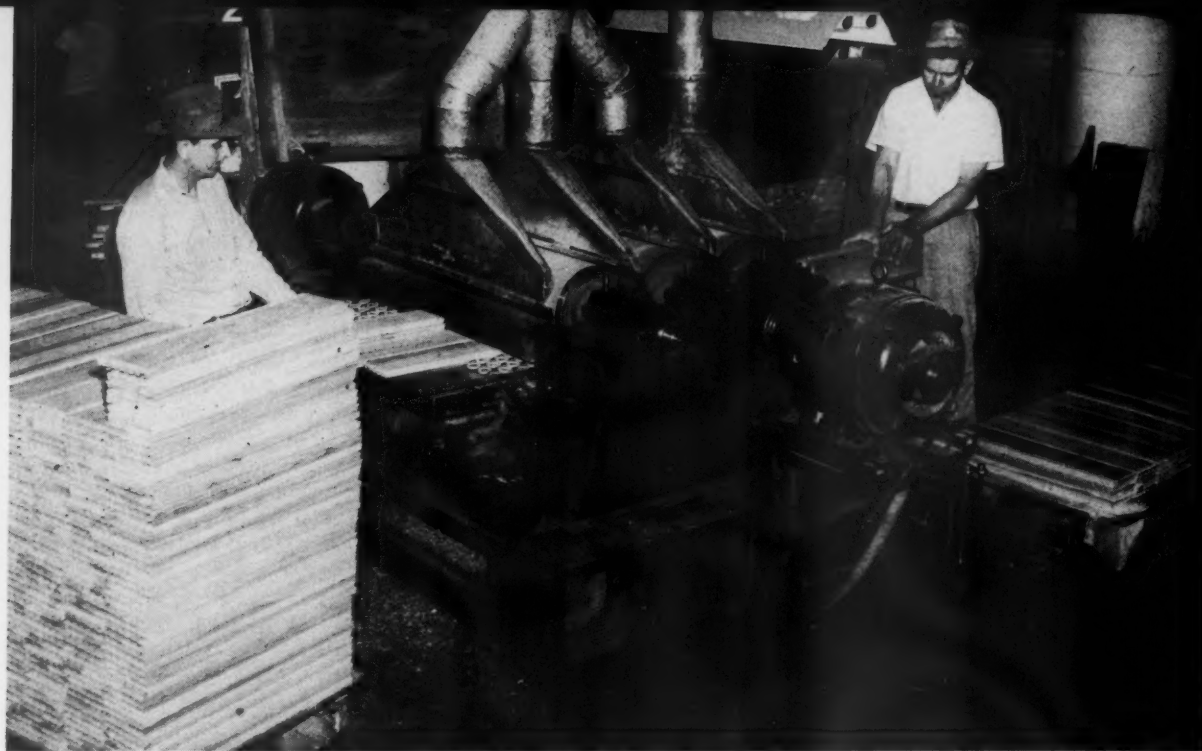
A native of the Pacific Coast who has lived for many years in New England, Chance Vought's general manager added: "Dallas represents the finest blending of the East and West. We like it."

Suggs Company Remodeling. Suggs Office Supply Company, 421 South Ervay, has completed a remodeling and expansion program, which has included the installation of a new, modern front. The building has been enlarged to provide 3,600 square feet of floor space by the acquisition of property adjoining the original structure. Joe H. Suggs is owner of the business.

J. E. R. CHILTON, JR., of Dallas has been elected secretary-treasurer of the Retail Credit Executives of Texas. HOWARD G. CHILTON of Dallas has been named vice president of the Retail Credit Bureau Managers of Texas.



NEW DALLAS PLANT of Chance Vought Aircraft Division, pictured at right, is the war-time Texas factory of North American Aviation. Chance Vought will occupy Plant B, shown in the foreground. Plant A in the background houses Texas Engineering and Manufacturing Company. Hensley Field, which Chance Vought will use for flight testing, is shown in the upper portion of the photo.



Dallas Booming as Center For Furniture Manufacturing

DALLAS manufactures a lot of the furniture it distributes.

Some 146 factories of all types in the county are turning out furniture and fixtures ranging from sofas to stoves, from venetian blinds to bedsprings, from radios to platform rockers.

Dallas' growth as a furniture manufacturing center—five-fold in volume of business during the last decade—was pointed up last month at the Southwest Furniture and Home Furnishings Show held in Dallas in conjunction with the

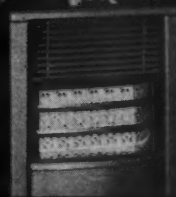
silver jubilee convention of the Retail Furniture Association of Texas. Many of the 308 individual displays housed in the General Exhibits Building and the Hall of Agriculture at Fair Park were filled with Dallas-made merchandise.

Helping to give Dallas leadership in the Southwest as a furniture center are the manufacturers of upholstered furniture, bedroom furniture, mattresses, and springs who produce more than \$21,000,000 of merchandise annually. Total personnel of the Dallas County furniture and fixture

FURNITURE PRODUCTION is big business in Dallas County in some 146-odd factories such as that of the Olive & Myers Manufacturing Company where H. L. Shaffer, left, and Luther Oshilds are pictured above at work at a triple drum sander. Dallas-made merchandise exhibited at the Southwest Furniture and Home Furnishings Show included Symphonette cabinet radios produced by Roberts Manufacturing Company, Grand Prairie, and shown being demonstrated by C. V. Roberts, left, below; and gas heaters made by the Dearborn Stove Company. Dearborn's unique burner with a pilot light is pictured being exhibited by I. G. Overcash, right.



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SOUTHWEST MARKET showings of furniture and home furnishings; last month included a wide range of Dallas made products such as: Top, left, mattresses produced by the Englander Company; top, right, new model tea cart made by Dixie Chrome Products and shown by A. Barton Wright, Jr.; second from top, left, upholstered chairs and sofas produced by Olive & Myers Manufacturing Company and shown by Horace D. Spalti, president, left, and W. G. Mullins, vice president; second from top, right, floor lamps and shades made by Texas Lamp Manufacturers and exhibited by Paul C. Varney, secretary-treasurer, left, and Gilmer W. Brown, South Texas representative; second from bottom, right, venetian blinds and shades of the Charles W. Breneman Company; bottom, left, junior dining room suites turned out by the Falcon Furnishings Company, Grand Prairie, headed by, left to right, Jack, George, and Joe McNeff; and bottom, right, upholstered furniture made by Kroehler Manufacturing Company.

producing concerns exceeds 3,000. These employees are paid more than \$5,000,000 yearly.

The growth of the Dallas operations of the Kroehler Manufacturing Company, for example, reflects the character of the development of Dallas' furniture industry as a whole. Kroehler in Dallas has expanded into one of the newest, most modern plants in the country from a one-time small store in the 2600 block of Elm Street. The Dallas factory at 6700 Denton Drive is Kroehler's only Southwest plant.

Dallas also has the only Southwest factory of the Simmons Mat-

FALCON FURNISHINGS CO. Inc.
Grand Prairie, Tex.

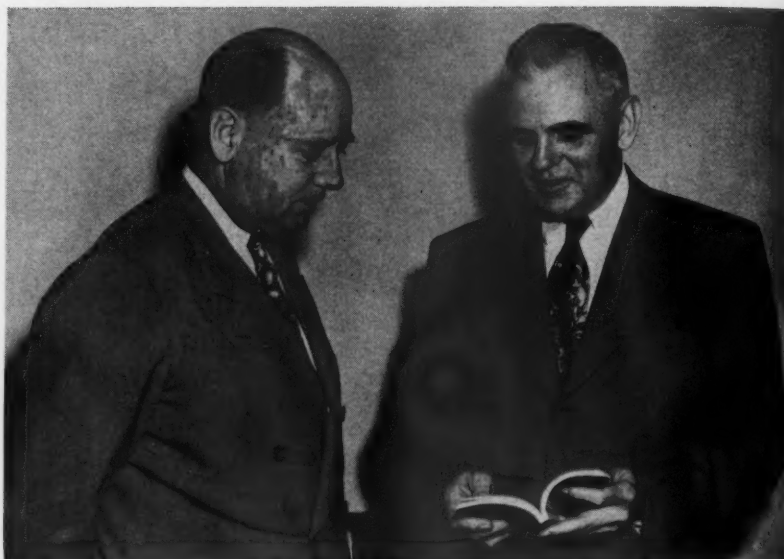


tress Company and is headquarters for Olive & Myers Manufacturing Company, which both produces and wholesales furniture.

Other manufacturers who had Dallas-made furniture, fixtures, and home furnishings on display at the exposition included the Charles W. Breneman Company, producers of venetian blinds, window and porch shades; Burdick-Baron Company, bedroom furniture; Dallas Vent-a-Hood Company, kitchen range ventilators; Dearborn Stove Company, heaters and evaporative coolers; Dixie Chrome Products, chrome furniture; The Englander Company, mattresses, boxsprings, bedsprings, headboards, foldaway cots and divans; Falcon Furnishings Company, tables, chairs and chrome bar stools; Hollywood Manufacturing Company, living room upholstered furniture; National Metal Products Company, metal furniture for outdoor use and sun rooms; Texas Lamp Manufacturers, floor and table lamps; Roberts Manufacturing Company, cabinet radios; and Leslie Manufacturing Company, space heaters.

Adding to the dimensions of Dallas' furniture industry is an \$8,000,000 annual wholesale distribution business for manufacturers with plants in other areas of the country. Of the 340-odd representatives in the Southwest of national furniture manufacturers, 176 have headquarters in Dallas and are members of the National Wholesale Furniture Salesmen's Association.

Still greater expansion of the furniture manufacturing industry in Dallas is forecast as a result of Dallas' commanding position as a distribution point, from which stems Dallas' growth as a manu-

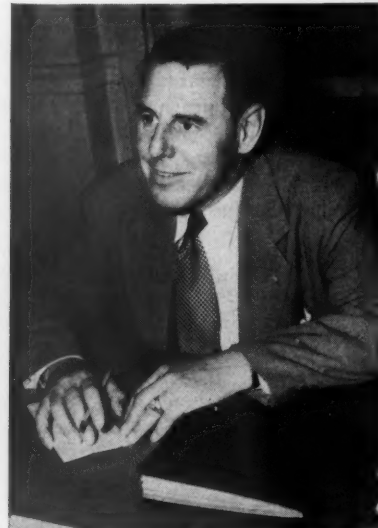


Dallas Furniture Officers. W. W. Woods, left, vice president and manager of Haverly Furniture Company, who was elected a director last month of the Retail Furniture Association of Texas, is pictured with H. E. Dill, reelected executive vice president. A third Dallasite among the organization's officers and directors is R. M. Speer, vice president and treasurer of the Home Furniture Company, renamed treasurer.

facturing center. Freight rates coupled with accelerating decentralization of industry are regarded as principal factors giving impetus to Dallas' development into a furniture market of considerable

importance providing all the facilities required by the various branches of the industry throughout the Southwest. A major trend in this growth is the recognition Dallas is gaining in the manufacture

(Continued on Page 32)



Elected by Roadrunners. Dallas furniture factory representatives serving as officers of the Roadrunners of the Southwest, a division of the National Wholesale Furniture Salesmen's Association, include George C. Mitchell, Sr., left, president, and Leslie Klein, right, executive vice president. Other Dallasites named for the ensuing year include Earl S. Hirschheimer, secretary; Raymond Daniell, regional vice president in charge of publicity; and Robert C. Ostler, treasurer.

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DALLAS



THREE LEADERS in the Dallas County drive for \$9,100,000 in the Treasury Department's Security Loan Campaign, who are shown, left to right, looking over one of the posters being used to stimulate bond sales, are R. R. Gilbert, Jr., chairman of the banking and investment committee; John M. McCoy, chairman of the payroll savings committee; and W. B. Clayton, Dallas County savings bond chairman and head of the Dallas County security loan campaign.

Dallasites Asked to Invest \$9,100,000 in Savings Bonds

WHY is there a need for the government to conduct an intensive drive in time of peace for the sale of United States Savings Bonds, as it is doing in the current Security Loan Campaign?

This is a question that persons in all walks of life are asking here in Dallas and throughout the nation. The answer is simple when explained in the light of present-day events.

Since the end of the war, the world has continued to be troubled with both political and economic disturbances. Today the United States is in the grasp of inflation. It is a fact that after every major war in which the United States participated there was a period of extreme inflation, followed by a period of extreme deflation. Here in America the thought of a depression recurs with increasing frequency. And abroad there are ominous rumblings which have been set in motion by peoples whose ideologies are opposed to our own.

Perhaps these bogies of a peaceful people will pass on. But perhaps they won't. Since we cannot be sure, it behooves the United States to make itself strong, so that we can adequately meet and overcome whatever obstacles may confront us in the future. We must be economically strong, because physical security is dependent to a large degree upon economic security.

Economic security is the objective of the Security Loan Campaign, and that is the reason the sale of U. S. Savings Bonds

By W. B. Clayton
Chairman, Dallas County Savings
Bonds Committee

today is as important as during the war.

That is the reason the citizens and businesses of Dallas County are being asked to invest \$9,100,000 in Savings Bonds during the eleven weeks of the Security Loan drive, which opened April 15 and will continue through June 30.

Our quota is a big one; but I have no doubt we will achieve and surpass it, because never before in history have our people wanted or needed security more than they do today; and never before has there been a greater realization by businessmen, workers, farmers and, in fact, everybody, that security is something that must be acquired through individual and collective action.

Now, for fear that some may get the idea that we are offering Savings Bonds as the panacea for all ills, let me explain that Savings Bonds are not the complete answer to either inflation or our national security. But ownership and regular purchase of Savings Bonds by a large number of our individual citizens go a long way toward solving the inflation problem

and providing for our national security. Here is why.

1. Our national economy is only the total of the personal economies of our individual citizens. If our individual citizens handle their financial affairs wisely and provide for their own personal security by setting aside a part of their incomes, as they can do by investing in U. S. Savings Bonds, it follows that our national economy will be strong. We want the individual citizens of America to provide for their own economic security, and the slogan of the Security Loan is "Your Security is America's Security."

2. Savings Bonds can help control inflation in two ways. First, money invested in bonds is money that refuses to compete for scarce goods; it is effectively withdrawn from the markets. Second, money derived by the U. S. Treasury from the sale of bonds is used to retire short-term, bank-held government obligations.

3. Bonds are a powerful force for deferring, softening, and possibly preventing another severe depression. If a large number of persons have provided for their personal economic security by buying and holding bonds, the total of their savings represents a huge reserve of spending power. So long as this reserve exists and is shared among the masses, business can remain fluid and is not likely to stagnate. In turn, this means jobs and income.

4. Although the government has balanced the budget, at least for the present, we still have a \$257 billion national debt, most of it the result of the heavy expenditures necessary to win the war. It will be with us for many years, and it will influence the number of jobs available, the incomes people will receive, the prices they pay for the necessities of life, and what their savings will be worth. As expressed by W. Randolph Burgess, of the National City Bank of New York, the wise management of the debt calls for wisdom and courage by the government, and understanding and support by the people. The problem requires wide distribution of the debt among the people, who, by their investment in Savings Bonds, become shareholders in the government. Their ownership of the bonds also relieves the banks of holding a disproportionately high amount of the national debt and this tends to relieve inflationary pressures.

This article is addressed to management, primarily. We must have the understanding and cooperation of manage-

(Continued on Page 48)



Wall Street Journal Starts Dallas Edition



THE Wall Street Journal this month began giving the Dallas dateline daily circulation over a 10-state area.

Pointing up the commanding position of Dallas as a distribution center, the Dallas dateline appears on the masthead of Dow, Jones & Company's new Southwest edition of its national business newspaper.

Like its regional counterpart on the Pacific Coast, the Southwest edition was launched from The Wall Street Journal's new, modern Dallas plant at Young and Poydras to serve subscribers in a group of states who cannot be given day-of-publication delivery from the original printing plant in New York City. The Southwest edition is being circulated in Texas, Oklahoma, New Mexico, Colorado, Kansas, Missouri, Arkansas, Louisiana, Mississippi, and western Tennessee.

The pattern evolved in the publication of the Pacific Coast edition, begun nearly 19 years ago in San Francisco, is being followed for the most part in the issuance of the Dallas edition. It is being served by the same telegraphic wire system which is making it possible, for the first time, for Wall Street Journal subscribers in widely separated parts of the United States to read substantially the same newspaper printed and dispatched during the previous night from three different printing plants in three different cities across the nation.

To achieve its goal of providing day-of-publication delivery to subscribers and newsstands, The Wall Street Journal is using air express to reach points in the 10-state region most distant from the Dallas hub. The newspapers are being flown from Dallas to New Orleans, Memphis, St. Louis, and Kansas City, with mailings being made from these cities to other places around them. Other points in the area are being reached directly by fast train service.

The Southwest edition of The Wall Street Journal is almost identical in appearance with the Pacific Coast and Eastern editions, and carries essentially the same news and features. In addition, similar to the Pacific Coast edition, it provides some regional news coverage.

The Southwest edition plant, containing about 10,000 square feet of floor space, houses the editorial, advertising, circulation, and business offices for the edition. Dallas is the eighteenth fully staffed news bureau of The Wall Street Journal and the Dallas edition is tied into publishing headquarters in New York City by the private wire system linking news bureaus in other major

cities. Special correspondents in other news centers over the region are serving the Southwest edition.

The new Southwest edition is being edited under the direction of Maurice L. Farrell, managing editor, who was transferred to Dallas from duties as head of the oil news department.

The advertising department is being directed by I. B. Heistand, advertising manager, formerly a member of the staff of the Pacific Coast edition.

"Dallas was selected as headquarters for the Southwest edition because of its pivotal transportation position," said Robert M. Feemster, assistant general manager of The Wall Street Journal, who along with other headquarters officials was on hand for the inaugural press run.

"In the Southwest edition's circulation territory is a population of 24,000,000, almost twice Canada's and 17 per cent of the United States total," Mr. Feemster also pointed out. "It includes 15 per cent of the buying power in the United States."

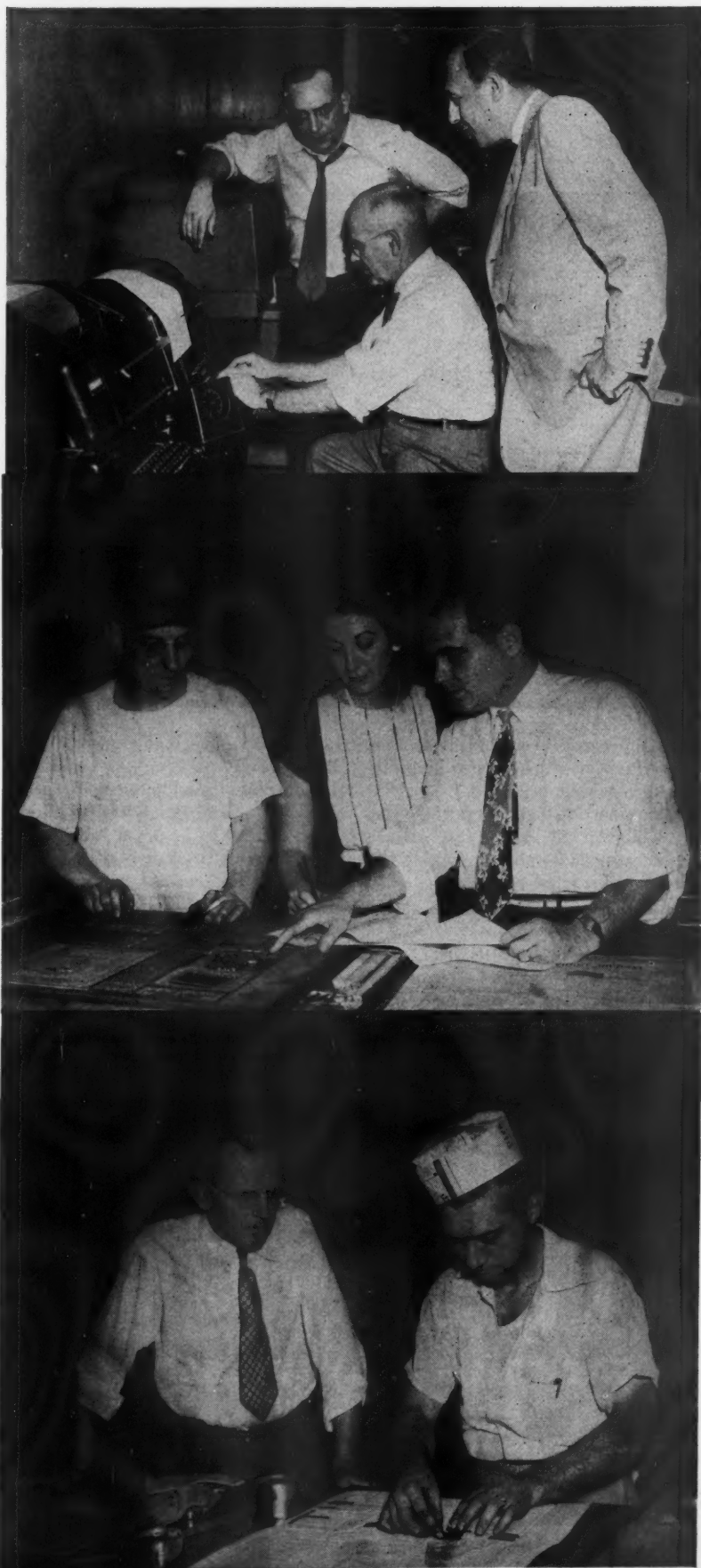
Others from the New York City headquarters who were present to help launch the Southwest edition included William H. Grimes, editor; William F. Kerby, executive editor; and Joe Ackell, assistant general manager in charge of operations. On the job in Dallas directing circulation activities is John F. Spellman, circulation sales manager for the Pacific Coast edition, who is also serving in a similar capacity for the Southwest edition.

The Wall Street Journal executives were joined by Dallas businessmen and city and county officials in ceremonies launching the Southwest edition.

The Dallas Chamber of Commerce shared in welcoming The Wall Street Journal to Dallas with an advertisement in the inaugural issue consisting entirely of an illustration featuring the famous "Old Man Texas" of John Knott of the Dallas Morning News staff. Portrayed by the drawing of a businessman carrying a briefcase labeled "The Wall Street Journal," the new Southwest edition was shown being welcomed by "Old Man Texas" with the comment: "He'll make us a good hand!"

Started with an initial circulation in excess of 12,000, the Southwest edition is being published five mornings a week, Monday through Friday.

Constant leased wire telegraphic contact with New York City headquarters makes it possible for the Southwest edition to be kept practically identical with the Eastern and Pacific Coast editions. The telegraphic hookup permits transmit-



Wall Street Journal Starts Dallas Edition

THE WALL STREET JOURNAL



Five copies of The Wall Street Journal's Southwest edition to come from the press are being scanned by, left to right, Herbert Gambrell, Clyde V. Wallis, F. S. (Jack) Geron, Fred P. Florence, Mayor Jimmie Temple, and County Judge Al Templeton.



Robert M. Farnster, left, receives from J. Ben Crite framed copy of Dallas Chamber of Commerce first-issue advertisement.



Snack period during the inaugural press run is being enjoyed by Fakhem Sassin, apprentice pressman, left, and Leo Fink, pressman.

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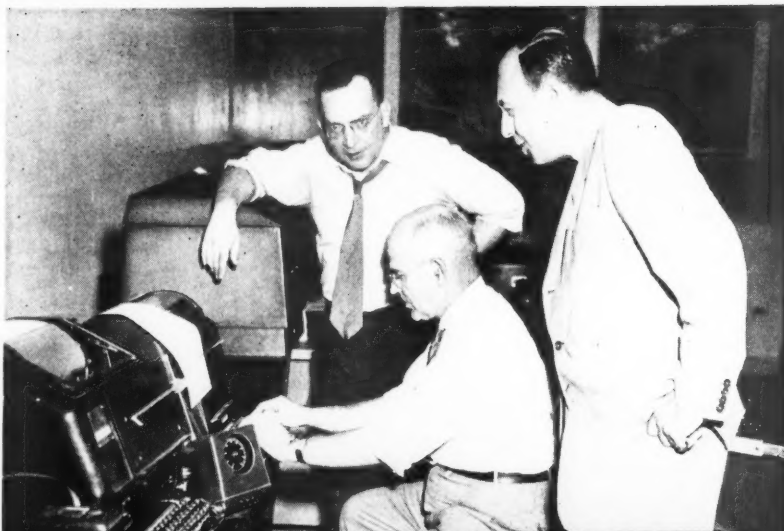
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Interested in the telegraphic discussion of Wall Street Journal Editor William H. Grimes, seated, New York City headquarters are William F. Kerby, executive editor, left, standing, and Stanley...



Two forms for first issue of Southwest edition are being checked by, left to right, J. H. Matheson, charge of make-up; Mary Louise Chambers, assistant advertising production manager; and C. Bryant, III, advertising production manager.



Aschmora, stereotype foreman, right, prepares page and the cutting of stereotype plate on N. F. Jones, mechanical superintendent, looks on.

FIRST ISSUES of the Dallas-printed Southwest edition of The Wall Street Journal began to roll from the press this month with the push of a switch button by Maurice L. Farrell, managing editor, shown in top photo at left with Ruby Zainfeld, press foreman. In bottom photo at left, I. B. Heistand, Southwest edition advertising manager is pictured at left with John F. Spellman, circulation sales manager, looking over a page form. In bottom photo, right, E. P. Simmons is shown reading news "copy" coming into the Southwest news bureau by teletype.



tal not only of all basic news content but of rewriting, headline, and make-up instructions as well.

The production department of the Dallas plant is of modern design. All new equipment includes nine typesetting machines and the latest-type press.

Erected for The Wall Street Journal by the Radal Corporation, the Dallas plant building was leased to the newspaper for 10 years, with an option for 10 additional years.

A copy of the inaugural issue of the Southwest edition was formally presented

by Mr. Feemster to Herbert Gambrell, director of the Dallas Historical Society, for the archives of the organization in the Hall of State at Fair Park.

The production department of The Wall Street Journal at Dallas is under the direction of N. F. James, mechanical superintendent. T. L. Jaggars of the typographical firm of Jaggars-Chiles-Stovall has general supervision over mechanical operations.

Bernard Kilgore is president of Dow, Jones & Company, publishers of the 59-year-old Wall Street Journal.

PAUL CARRINGTON, Dallas attorney, has been elected vice president of District 1 of the East Texas Chamber of Commerce. Directors at large include TED B. FERGUSON of Dallas.

Operations of the Frank Duff Furniture Company, 1804-6 Greenville, and the Gaston Avenue Furniture Company, 4019 Gaston, have been placed under the joint management of EARL ALBRIGHT.

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DALLAS • MAY, 1948

Lasso Club Adds 42 New Members To Chamber Rolls

CONTINUING their sustained membership building program, Lasso Club workers recruited 42 additional new members for the Dallas Chamber of Commerce last month.

The three top leaders in membership solicitation are C. C. McLain, Dallas real estate man; R. E. (Bob) Dennison, advertising manager of Texas Parent-Teacher Magazine; and M. Boyd Keith, head of Burton's Orchids and Flowers. Mr. McLain has added 25 new names to the Dallas Chamber's rolls so far this year, Mr. Denison 19, and Mr. Keith 15.

The Lasso Club workers are taking time off periodically from their regular jobs to serve as top salesmen for Dallas and its No. 1 city building organization—the Dallas Chamber of Commerce. They are explaining to newcomers how belonging to the Dallas Chamber pays off, how affiliation will add prestige to their firms, and how the Chamber's various departments can help them solve many problems that will arise.

New recruits of the Dallas Chamber are listed below:

Finger Office Equipment Company, 965 South Lamar; T. P. Hunter, Jr.; retail.

The Guardian Life Insurance Company of America, 419 Wilson Building; E. E. Dale.

Audio Video, Inc., 1501 Young; John W. Gunstream; sound and visual equipment.

Charles E. Ranson, Jr., 6304 Belmont; personal.

Ebby Millinery, 2603 Fairmount; Miss Anna Belle Derrieus; retail.

North Texas Realty Company, 5501 Lovers Lane; J. L. Harrison.

Ross Leather Company, 405 South Ervay; Elmer E. Ross; wholesale.

Rawplug Dallas Company, 1600 Cedar Springs; A. B. Beckman; contractors' supplies.

Love Field Hardware & Appliance Company, 8010 Denton Drive; Jack D. Stetzel; retail.

Crabtree's Wholesale Radio, 2608 Ross; Hoyt C. Crabtree.

Goss On Ross, 1400 Ross; Gene



COMPARING NOTES on the results of their membership recruiting efforts for the Dallas Chamber of Commerce are three of the top-ranking workers in the Lasso Club's continuous drive for new members: Left to right, M. Boyd Keith, C. C. McLain, and R. E. (Bob) Dennison.

Goss, used-car dealer.

Dixie Chrome Products, 2815 Main; J. E. McRee; chrome furniture manufacturer.

Buda Engine & Equipment Company, 904 South Ervay; C. C. Kirk.

Priester Supply Company, 1800 Griffin; L. A. Priester; electric supplies.

Superior Cartage Company, 2105 Corinth; Lester Eubank.

Tile Distributing Company, Inc., 4449 Travis; W. A. Jacobie; clay tile.

Russell C. Lewis Paint Store, 8205 Preston Road; retail.

Dallas Brick Company, 5006 Lemon; John R. Noble; retail.

Watson Service Station, 3901 Cedar Springs; W. L. Watson.

Crow & Company of Texas, 109 Thomas Building; Cecil W. Crow; general insurance.

Tubbs Manufacturing Company, 2424 Wyman; Solon Tubbs; electric fans.

Leonard Muller, 1710 Jackson; labels and seals.

Gordon-Tarpley-Shearer Company, 712 Texas Bank Building; W. L. Gordon; food brokers.

Preston Loan Company, 2300 Elm; Aaron W. Klausner.

Manhattan Laundry & Dry Cleaning Company, 1710 Commerce; Marcus Gendel.

Orgain International Sales Company, 4228 Oak Lawn; Darby Orgain.

R. C. Ricke, 304 South Pearl; personal.

Quality Printing Company, 1717½ Wood; Paul Miner.

Marshal E. Moody, 411 South Ervay; window display equipment.

Friendly Loan Service, 1915 - B Commerce; Ed Tanco.

Sound Engineering Company, 6725 Snider Plaza; Thomas F. Carter.

Kearney & Son, 1134 Liberty State Bank Building; William Kearney; wholesale electrical appliances.

Shook Tire & Rubber Company, 600 North Field; Jack B. Shook; wholesale and retail.

Jim Adair, Jr., 6725 Snider Plaza; sound engineer.

Ward Refrigerator & Manufacturing Company of Texas, 2024 Commerce; V. B. Williams; wholesale commercial refrigeration.

Greater Dallas Motors, 2019 Pacific; M. K. Bailey; Lincoln-Mercury dealer.

Elko Photo Products Company, 1410 Main; Joe Gentry.

Ianni's, 2600 Ross; Joe Ianni; sandwich shop.

Williams & Wilkerson, 5933 Berkshire; James P. Williams, Jr.; book-keeping.

Universal Mono-Tabular Corporation, 706 Olive; Henry T. Honig.

Dallas Wholesale Credit Managers' Association, Inc., 801 Thomas Building; Paul A. Kerin.

Peda Spray Southwest Sales Company, 4421 Greenbrier Drive; Lucian C. Sneed; athlete's foot spray dispenser.



—Photograph by Thomas K. Cone, Jr.

Women in Business

Mary Chilton

By Mary Fletcher Cavender

"SHE has a way with children" is just one way to describe pert Mary Chilton, owner of Young Ages, stylized clothes and accessory shop for children.

Mary Chilton is the Southwestern household word for dainty, practical clothes for little boys and girls just as much as Starlight Operetta is the by-word for Southwestern entertainment.

Young Ages is located off McKinney at 2520 Fairmount is a neat white frame house that is surrounded with a spacious fenced yard full of thick-bladed winter grass and complete with play-house, slides, swings, seesaws, and sand-piles to amuse the children while their mothers shop.

The business was started in October, 1938, and has always been at the same location. As far as Mrs. Chilton knows, her shop is unique in many measures.

"It was my plan to have a shop that was off the beaten path so women would be able to come in house dresses and play clothes and bring their children from their own backyard to our playground here," she explained. In the beginning, she had a partner, Mrs. Nina Bowden. The two of them and one employee, Mrs. Margaret Hull, did all the work at Young Ages. Mrs. Roxie Weaver joined the staff after a couple of months, and Mrs. Weaver and Mrs. Hull are still saleswomen for Mary Chilton today.

YOUNG AGES OWNER Mary Chilton is pictured above with one of her youthful customers—six-year-old Rosemary Pitts, daughter of Mr. and Mrs. Roy E. Pitts, 1419 Verano Drive.

"Ours was sort of a daring venture at the time for we did what no other retailing establishment had ever thought of doing. We moved away from heavy traffic; away from the traditional row of shops and stores. We located in a residential neighborhood, and too, it wasn't the neighborhood in which we expected to find our greatest percentage of customers."

"But," Mrs. Chilton continued, "the house had simplicity and charm, and we started out with the aim of selling to the children as well as for them. Therefore, all of our display racks and shelves were placed low and decorated in juvenile motives."

Visitors from as far away as Detroit and Denver have come to see the shop, and trade journals in the clothing industry heralded Young Ages as an innovation and a spark plug in the retailing field.

(Continued on Page 58)

DALLAS • MAY, 1948



"I was curious..."



"I tasted it..."



Now I know why Schlitz is...

The Beer that made Milwaukee Famous!"



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S. H. LYNCH & CO., Wholesalers

Dallas Little Theatre's 200th Play

Over 25 Seasons of Ups
And Downs, Civic Group
Writes Its Own Drama of
City's Cultural Growth

By Howard S. Aronson
Chairman of the Board, Dallas
Little Theatre

WHEN DALLAS LITTLE THEATRE gave first non-professional performance on any stage of Martin Flavin's "Criminal Code" in 1929, two men who became prominent figures in Texas' political life confronted each other in the production. Gerald C. Mann, who later became attorney general of Texas, is shown at right playing the criminal in the performance, and William McCraw is pictured at center as the district attorney, a role he was later to play in real life before also becoming attorney general of Texas. Others shown are Florence Haynes and Roland Roggenbrod.



SHORTLY after midnight on a December morning in the year 1920 a young Dallasite, home on vacation from Columbia University, was sleeping soundly in his bed when he was awakened by a pebble tossed against his window.

Upon investigation he found the pebble-tosser was a young contemporary, playscript in hand. Without ceremony he tossed it into the Columbia student's room.

"We're doing a play and you're in it," the boy in the drive whispered. "Learn your lines by tomorrow night's rehearsal."

The Columbia student did as he was told and on December 26, 1920, the Little Theatre was born with a production of "The Magistrate", by Arthur Wing Pinero. Playing the title role was the tosser of pebbles, a young man who grew up to become inextricably associated in the public mind with titles of all sorts,

Louis Hexter. The Columbia undergraduate who played the part of Colonel Lukyn was John Rosenfield, who was soon to desert the stage (except for a few notable appearances) to become one of its most learned critics.

This month, 25 seasons (three seasons were missed during the war years) and 199 plays later, the Dallas Little Theatre celebrated its Silver Anniversary and its two hundredth production with a gala performance of Euripides' "Alcestis" in the Highland Park Junior High School. Following a notable tradition of unique and startling enterprise, the Little Theatre presented the Greek play in original translation specially written for the occasion by Gerald Cullinan, well-known Dallas writer. Mr. Cullinan, an Oxford-educated public relations man who mixes culture with the sweat of daily bread-earning, also directed the production.

Between "The Magistrate" and "The Alcestis", the road has been, to an outsider, a fascinating one, sometimes bright

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DALLAS

and glorious, sometimes weird, sometimes discouraging, but never dull. Who can remember the days of the three Belasco Cups in a row without a thrill of pride and nostalgia? Or the production of "Outward Bound", for which leading actors and actresses from Little Theatres all over America were invited to play parts? Or the famous Lysistrata production which starred the famous Blanche Yurka in the title role? Or the world-premiere of Shaw's "A Village Wooing", a distinction almost unparalleled in all Little Theatre history.

And, in looking back over 25 seasons of Little Theatre wax and wane in Dallas, who cannot help but grow dreamy-eyed when he thinks of the great performances and the great performers? Gerry Swinsky, True Thompson, the Woolleys, Geraldine Wilson Knight, Julia Hogan, Louis Quince, Bill Lipscomb, Jack Hyman, H. Ben Smith, Jim Shelburne, and on and on and on? And last but not least, the great succession of directors who made the Little Theatre into the finest group of its sort in the world—Oliver Hinsdell, George Meredith, Alexander Dean, Talbot Pearson?

The Little Theatre has been one of Dallas' most cherished cultural possessions. The war almost killed it completely. Then David Russell, a Little Theatre expert and professor at Southern Methodist University, picked up the shattered pieces last summer and started to bring it back slowly but surely to where it once held absolute sway. His has been a courageous and difficult task. The old friends of the Little Theatre were at first hard to arouse to their former pitch of enthusiasm and the new generation knew little of the great Dallas amateur theatrical tradition. Instead of the handsome theatre which once housed Little Theatre productions, the performances had to be given first in the Southern Methodist gardens and later in Highland Park Junior High School. Audiences were hard to collect under such circumstances.

But under Mr. Russell's leadership and with the help of Miss Lelle Swann, Carl Cummings, Bob Bailey, and other zealous on the board of directors, the Little Theatre survived its first post-war year handsomely and has started up the road toward the former glories that made it great.

The Dallas Little Theatre used every publicity means available to stir up the interest of local theatergoers in its silver anniversary production. The new Cullinan translation was highly and publicly



MASK OF LIFE worn by Ludi Mai Sensabaugh Goode in the title role in the Dallas Little Theatre production of Euripides' "Alcestis" is pictured above being tried on while Gerald Cullinan, translator and director of the Greek drama, looks on.

commended by writers and savants who should know about these things. The production itself was planned on a large and imaginative scale. An all-star cast was selected, including such well-known worthies from the golden era of the Little Theatre as Ludi Mai Goode, Bill Shapard, Beth Prather, and George Frierson. The best available talent from among the new talent in Dallas was rounded up, including David Healey (brilliant young star from Jesuit High School), Bill Williamson, and Wynne Pierce (a leading light on the Southern Methodist Univer-

sity campus). Scenic and costume designs were chosen with great care.

With the success of its twenty-fifth anniversary production, the Dallas Little Theatre is believed to be set for many years to come as one of Dallas' major civic institutions.

GEORGE W. EDWARDS
ARCHITECT

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IN DALLAS *Last Month*

DR. JOHN G. YOUNG has been elected chairman of the Dallas Health Council. Other new officers include MILLARD HEATH, vice chairman, and MRS. KATHERINE McCANNON, secretary.



Armour Sales Manager. With Armour & Company since 1940, Horace G. Dollar has become sales manager of Ar-

mour's Dallas office, succeeding Hugh M. Coke, who has been moved to Chicago as sales manager of the wholesale market division. Since joining Armour in the trucking department, Mr. Dollar has served also in the general sales department, then in the hotel and institutional department, and later was in charge of the carcass meat division.

CARL J. RUTLAND, who has served continuously as chairman of the Citizens' Traffic Commission of Dallas County since its organization 11 years ago, has been reelected to another term. Vice chairmen are ERIC C. GAMBRELL and L. H. RIDOUT. J. NEAL MANCILL has been continued as treasurer and JOE J. MURRAY as executive secretary.

HENRY F. HOBEIN, formerly a sales representative for American Airlines for two years before joining the City Delivery Service Company of Dallas as vice president, has returned to American as cargo sales representative in the Dallas area.



Executive Vice President. Henry B. Pixley, who has been manager of the Dallas branch of the United States Rubber Company, has joined National Industries Corporation as executive vice president. He heads the corporation's construction department and is in charge of properties it now owns.

MISS OLGA M. GREINAN of the Baylor University School of Nursing in Dallas has been elected first vice president of the Texas Graduate Nurses Association.

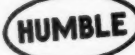
There are More Than 15,000 Retail Gasoline Outlets in Texas

The service rendered by these retailers probably exceeds that of any other merchant. The dealer in petroleum products cleans your windshield, checks your oil, furnishes you with free air and water, provides restrooms and free travel information. The large number of retail outlets, the unusual service they render, the high quality of petroleum products—all are evidence of the keen rivalry that exists among oil companies for your business.



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Fire Prevention Award. Recognition for Dallas in the annual fire prevention competition of the Chamber of Commerce of the United States was received in tangible form last month by D. A. Hulcy, president of the Dallas Chamber of Commerce, left, who is shown being presented with an honor certificate by Earl O. Shreve, president of the U. S. Chamber, at the organization's annual meeting in Washington, D. C. Dallas received the honor award in its population class for outstanding fire prevention activity during the past year.

Officers for the ensuing year of the Texas Credit Union Association include two Dallasites: H. P. YATES, representing the Dallas Teachers' Federal Credit Union, president of the board of directors, and JAMES M. BARRY, reelected managing director. C. W. HUDSON, representing Dallas Railway & Terminal Company employees, has been named to the board of directors.

NORMAN ZARCHIN is new president of the Miracle Mile Merchants' Association, a group of businessmen in the shopping district extending west on Lovers Lane from Douglas. BILL MITCHELL is vice president and LOU LATTIMORE is secretary-treasurer.

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DALLAS, TEXAS

GEORGE L. DAHL

ARCHITECTS AND ENGINEERS



1920½ MAIN STREET

DALLAS, TEXAS



Heads Southwestern Life. New president of the Southwestern Life Insurance Company of Dallas is James Ralph Wood, who has been elected successor to the

INDUSTRIAL AND COMMERCIAL DALLAS
Let Us Help You Improve
**The "EYE" in Industry and
The "SEE" in Commerce**
EVERETTE HALE, Health Builder
711 Construction Bldg. — DALLAS — R-6051

late C. F. O'Donnell, who died last month in Oklahoma City while attending a regional meeting of the American Life Convention. Previous to becoming general counsel of the Southwestern Life in 1945, Mr. Wood represented the company in legal matters for a number of years.

A native of Sherman and veteran of World War I, Mr. Wood began the practice of law at Sherman after receiving his law degree from the University of Texas in 1921. He moved to Dallas in 1927 to become an associate in the firm of Cockrell, McBride, O'Donnell & Hamilton, and in 1930 became a junior partner in the firm of McBride, O'Donnell & Hamilton. When Mr. O'Donnell retired from the practice of law to become president of Southwestern Life, the firm was reorganized and Mr. Wood became a partner in the firm of McBride, Hamilton, Lipscomb & Wood.

The firm became Hamilton, Lipscomb & Wood in 1935 after the death of Mr. McBride, later became Hamilton, Lipscomb, Wood & Swift, and then was dissolved in 1945 after the death of James Lipscomb. Mr. Wood was named general counsel for the Southwestern Life in June, 1945, and a month later was elected a vice president and a member of the board of directors.



New Assistant Manager. Claude F. Pipes, who has been a safety engineer since 1940 for the Texas Employers Insurance Association and the Employers Casualty Company, has been named to the newly created post of assistant manager of the companies' safety engineering division. Since his return in 1946 from three and a half years of military service, he has been serving the companies in the South Texas territory as regional safety engineer.

KESSEL'S is the new name of Weir Appliance & Equipment Company, 6323 Gaston.

G. F. McNAIR, formerly manager of the crude oil department of Pan-American Production Company, Houston, has been named manager of the southwestern division of Central Pipeline Company, with headquarters at Dallas.

BROAD & NELSON
ARCHITECTS, ENGINEERS, PLANNERS
BURT BUILDING DALLAS—R-4768

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FOR 76 BUSY YEARS

We've been busy for 76 years, because we believe that our success always did and always will depend upon the service and satisfaction we give our friends and customers. Huey & Philp is still your most dependable source of supply after 76 busy years. Let Huey & Philp serve you.

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HARDWARE COMPANY
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HOMES, APARTMENTS AND
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Low interest—prompt, friendly
service—liberal, flexible programs
to fit your requirements.
Commitments on plans.

MURRAY

INVESTMENT COMPANY

"Real Estate Financing Since 1908"

718 Republic Bank Building
Telephone C-4358



Advertising Director. Mrs. Evelyn Del Barrio, who has been fashion director for The May Company in Los Angeles, has become advertising director for Neiman-Marcus Company, succeeding Miss Virginia Sisk, who resigned. Before joining The May Company four and a half years ago, Mrs. Del Barrio was with the National City Dehydration Company of Los Angeles and the Barcardi Corporation of America.

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DALLAS



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**THESE IMPORTANT QUESTIONS
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Why is it unwise to permit an employee to refuse a vacation?

What are the 17 most common embezzlement methods by which trusted employees steal 500 million dollars a year from U. S. employers?

Why are most embezzlements hushed up, kept out of the papers?

Why should your payroll and your pay checks be prepared by two different persons?

What precaution should be taken immediately with each incoming check or mail order?

What is a "time recording lock" and how does it enable you to check closely on your employees?

Why is it advisable to follow a policy of "divided duty" throughout your organization?

Where should safes be placed for maximum security?

Why should you make it your business to know something about the outside life of every employee?

What simple request is a sure stopper for a crook attempting to cash a bad check?

How can you determine the cost of crime losses in advance?

EVERY DAY your business is threatened with losses due to dishonest acts of employees and outsiders—embezzlement, theft, forgery, burglary, robbery and other crimes. Some losses are small . . . some go undiscovered for years . . . but they all add up to big money—and subtract from your profits.

NOW, for the first time, all the common kinds of crime losses and the best loss prevention methods have been compiled in a concise, clearly written booklet.

"CRIME LOSS PREVENTION"—in 28 fact-packed pages—offers the most profitable half hour's reading any business owner can do. Send for your **FREE** copy today!

**Be on your guard
against Crime Loss...**

**MAIL THIS COUPON
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Please send me, without obligation, my free copy of the new book "Crime Loss Prevention."

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STREET ADDRESS.....

CITY.....ZONE.....STATE.....



Promotion Director. Walter V. Mack, whose entire business experience has been in the retailing field, including advertising, merchandising, and sales promotion, has been appointed Dallas group sales promotion manager for Sears, Roe-

buck & Company, succeeding Jack MacInnes. Mr. Mack, who has been soft lines merchandise manager for Sears at Detroit, was previously merchandise manager at Tulsa.

O. L. DOUD, who has been treasurer and general manager of the Silver Fleet of Louisville, Ky., has been elected secretary-treasurer of Southern Express, Inc., of Dallas.

G. FULLER MONROE and VIRGIL F. GARRETT are organizers of the new firm of Jenny Monroe Home Kitchen Products, producer of sweet relishes and cooking sauce, with kitchens in Mesquite, Dallas County.



Joins Dearborn Stove. Ray Thacker, who has been serving as sales promotion and merchandising consultant, has become national advertising and sales promotion manager for the Dearborn Stove Company of Dallas. Mr. Thacker, who was also formerly active in Sales and promotion work for several aircraft distributors in Texas and on the Pacific Coast, fills a new position created by Dearborn to centralize the company's advertising programs and coordinate nation-wide sales activities.



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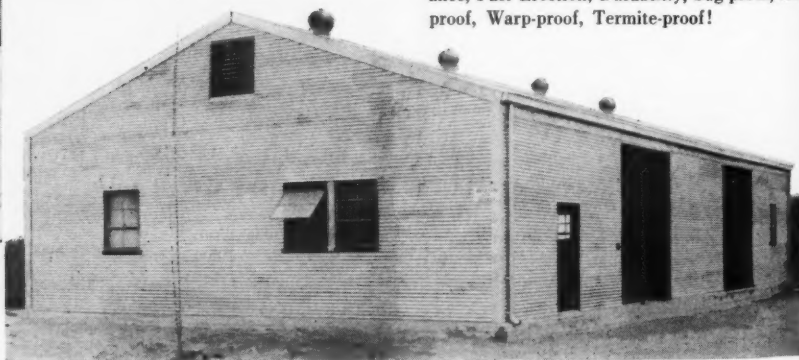


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Publicity Director. As the newly appointed publicity director of the Community Chest of Dallas County, Miss Jeanne Branshaw will be responsible for the year-round public relations program

designed to keep Dallasites informed of the Chest and its 34 health and welfare agencies. A member of the Chest's publicity department staff for the past year, she succeeds Mrs. C. Bonner McMillion, who has resigned.

DR. J. R. MAXFIELD, Jr., is president of the newly formed Dallas Park Cities Rotary Club. Other officers are JACK ESTES, vice president; and NELSON S. TEEPLE, secretary-treasurer. Directors include DR. WILLIAM M. ELIOTT, DEAN LAWRENCE FLECK, COOPER E. WYATT, and WALTER D. BARRY.

New president of the Texas Mortgage Bankers Association is D. L. TREADWAY of Dallas. Other Dallasites named are DUVAL WEST, secretary-treasurer; J. J. TEELING, director; and AUBREY M. COSTA, chairman of the resolutions committee.

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WALTER D. SEIVWRIGHT is manager of the new Dallas branch sales office opened in the Wholesale Merchants Building by Morris W. Haft & Brothers, Inc., makers of a nationally advertised line of women's suits and coats.

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First in Dallas

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Elm at Harwood



Elected by Cashiers. Miss Edith Rankin, John Hancock Mutual Life Insurance Company, is the new president of the Dallas Cashiers' Association. Other officers for the ensuing year are T. K. Williams, Sally Jones, and Peggy Lawhon, vice presidents; Jessie Dolson, secretary; Dorothy Sherrill, assistant secretary; and Marvin Price, treasurer.

BERT FIELDS of Dallas has been announced as a member of the executive committee of the Dallas-Fort Worth District, Texas Independent Producers and Royalty Owners Association.

Furniture

(Continued from Page 16)

of outdoor furniture, both of wooden and metal types.

B. F. McLain, general manager of the Hart Furniture Company and a former president of both the Dallas Chamber of Commerce and the National Retail Furniture Association, was among the past presidents of the Retail Furniture Association of Texas who were presented with plaques at the organization's silver jubilee banquet. Others from Dallas who received the silver and wood awards as an expression of appreciation for their services to the association during their respective terms included J. O. Yeargan, manager of Fakes Furniture Company; and R. M. Speer, vice president and treasurer of the Home Furniture Company. Mr. Yeargan, who served as president in 1944, was the organization's first secretary. Mr. McLain served as president in 1934, 1935, and 1936. Mr. Speer, treasurer presently, served as president in 1941. The plaques were presented by H. E. Dill of Dallas, who has served continuously since 1925 as executive vice president of the association, America's largest state or regional furniture organization. The Texas association was formed in Dallas in 1923.



Advanced by T. & P. A. C. Siler, Jr., who has served the Texas & Pacific Railway since he was 15 years of age, has moved up from executive representative in Texas to executive general agent. He succeeds S. L. Wright, who has become assistant to the president at New Orleans.

W. J. SWINK and E. B. LARSON are new district managers in the Dallas sales region of the Kaiser-Frazier Company.

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Solve your personnel problems
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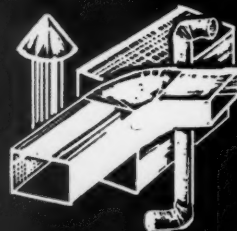
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Every Job Formed to Precise Specifications



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Fred A. Lenz, Jr. Dallas L. J. Van Sickle



Advertising Manager. Miss Virginia Montague has become advertising director for James K. Wilson Company as successor to Richard Mottweiler, who has joined the advertising staff of the "Dallas Morning News." Miss Montague, who was formerly assistant advertising manager of Titcher-Goettinger Company, recently returned to Dallas from McAllen, Texas.

FENTON BAKER of Dallas has been advanced from second to first vice president of the Texas Hotel Association.

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LEYTON B. SHELburnE, who has been in the automotive field in Dallas for 15 years, has been named manager

of the new car sales division of the recently organized Greater Dallas Motors, Lincoln-Mercury dealership.

SIMMONS COMPANY

Bedding Manufacturers

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— DALLAS —

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He's a good sport

Maybe he's never made a hole-in-one; maybe he gets caught in the sand-trap with clock-like regularity . . . but he's a good sport on or off the fairway.

He's your SOUTHLAND LIFE representative . . . a man with whom you can thoroughly enjoy a friendly game of golf on your day off . . . a man who likes the same things that you like . . . a man whose ideals and ambitions are built around his family, just as yours are.

That's why he knows so well the problems you must solve when you plan the lasting protection of your dear ones and future security for yourself.

Let him show you the EASY way to this protection and security through life insurance. He's as near as your telephone.

Southland Life
INSURANCE COMPANY
W. C. McCord, President Home Office: Dallas

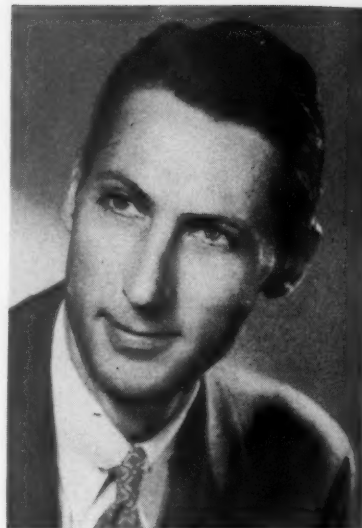


Publicity Chief. Charles E. Yeager, former Dallas newspaperman who has served for 10 years with "Cosmopolitan" and other Hearst magazines in New York City, has been appointed director

of publicity for the State Fair of Texas. He will also head the State Fair's advertising department. Mr. Yeager was also formerly with the "New York Evening Journal" and the "New York World-Telegram." Early in the war he did personnel and public relations work for the Army Air Forces at Patterson Field, Ohio, and was in the Navy during the last two years.

J. B. Taylor, Inc., has been named the State Fair's advertising agency, with J. B. Taylor, the agency head, serving as account executive, assisted by Tom Norsworthy, vice president.

GEORGE BUSHONG, executive secretary at Dallas of the Southern Methodist University Alumni Association, has been named chairman of District 4 of the American Alumni Council.



Heads Casualty Group. Robert S. Stephens of the Employers Casualty Company is the president of the newly organized Dallas Casualty Underwriters Association, whose purpose is to foster educational activity in the field of casualty underwriting and provide a medium for the exchange of information on common problems. Other officers are Don Squibb, Employers Liability Assurance Corporation, first vice president; Walter L. Baer, American Associated Insurance Company, second vice president; and John Scrimshire, Hardware Mutual Casualty Company, secretary-treasurer.

Controlling interest in the Varsity Frozen Food Center, Inc., 6601 Snider Plaza, has been purchased from OWEN GEORGE by E. W. McCONNELL, a partner in Etta's Ice Cream Company.



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Reserve Loan Life Officials. James E. Gavin, left, is manager of a new home office group department established by the Reserve Loan Life Insurance Company of Dallas. Fitzhugh Lee, right, has been appointed agency supervisor for Reserve Loan Life.

Mr. Lee, who began his insurance career in 1931 as agent for the Kansas City Life Insurance Company, will in his new capacity devote his time initially to the development of new agencies for the company's accident and health department. Reserve Loan's new group department is offering complete group coverage including life, accident and health, hospitalization, surgery, and physicians' services insurance in the 12 states in which the company operates. Arthur Wegeforth is assistant manager of the group department.

A. F. ALLSUP, who entered the restaurant business eight years ago with a small malted milk stand, has opened Allsup's at 1605 Elm, a new cafe providing fountain drinks, sandwiches, steaks, lunches, and breakfast dishes from 6 a. m. to midnight.

Two Dallasites elected officers of the Texas Laundry and Dry Cleaning Association for the ensuing year are DENYS SLATER, president, and A. B. SPAIN, Jr., a member of the board of directors. T. E. MILHOLLAND of Dallas is a director ex officio.



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If you do, let us serve you. We carry a complete stock of lumber, cement, wall-boards and other building materials, and we maintain an efficient delivery service; and we feel sure that once favored with some of your business, we can justify being permitted to serve you regularly. Call us at Justin 8-6111 and let us fill your order.

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Jess Yeargan New President Of Dallas Retail Merchants

JESS O. YEARGAN, manager of Fakes & Company, is the new president of the Retail Merchants' Association of Dallas, a division of the Dallas Chamber of Commerce. Mr. Yeargan, who began his business career as a newspaper route carrier in 1901, succeeds Robert A. Ross, vice president of Neiman-Marcus Company.

Fellow officers of Mr. Yeargan for the ensuing year are Dan Gabrysch, vice president; J. D. Brewer, treasurer; and R. C. Dolbin, re-elected manager and executive secretary. New directors named for three-year terms at last month's annual membership meeting of the retailers are H. P. Horsley, Myron Everts, A. A.

Hopkins, Warren Taliaferro, and Messrs. Yeargan, Gabrysch, and Ross.

Mr. Yeargan, who was moved up from vice president to the presidency of the Retail Merchants' Association, served as assistant manager for Burk & Company and later was associated with Sanger Bros. before joining Fakes & Company in 1915. He is a past president of the Retail Furniture Merchants of Dallas, the Retail Furniture Association of Texas, and the Dallas Retail Credit Men's Association.

Meeting jointly with the Dallas Better Business Bureau, the retail merchants at their annual membership luncheon at the Hotel Adolphus heard a Fort Worth at-

NEW PRESIDENT of Dallas retailers, Jess O. Yeargan, center, above, is pictured discussing the year's work program with Dan Gabrysch, right, vice president; and R. C. Dolbin, left, manager and executive secretary.

torney—Berl B. Godfrey, a director of the National Tax Equality Association—describe consumer co-operatives as “monsters of business which compete with private enterprise but do not play the game under the same rules.”

Declaring co-operatives to be a menace to the free enterprise system, Mr. Godfrey pointed out that “these organizations, which are practically tax exempt and not subject to provision of Federal and state antimonopoly laws, are allowed to operate in free competition with private business institutions which must pay taxes and are liable to antitrust action.”



J. D. BREWER

DALLAS • MAY, 1948

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CENTRAL 4535

406 SOUTH AKARD STREET



Plane Designer Honored. A Dallas visitor last month, Fred Wieck, airplane engineer who designed the Ercoupe, was honored with a dinner at the Baker Hotel given jointly by various Dallas aviation groups including the Aviation Committee of the Dallas Chamber of Commerce. Mr. Wieck is pictured at center, above, with James K. Wilson, left, and Wallace Savage, mayor pro tem of Dallas.

En route to Texas A. & M. College, where he has become professor of aeronautical research, Mr. Wieck told his hosts that the "Southwest can become the center of private flying in America."

"Coupled with your aliveness, your initiative, you have the natural advantages of better flying weather, more distance between your principal cities, and better terrain for landing," he said. At Texas A. & M., Mr. Wieck is concerned chiefly with perfecting the reliability of engines in small planes and with the development of a system to simplify blind flying.

MISS EMMA SADLER, former suit buyer for Neiman-Marcus Company, has rejoined Neiman-Marcus as manager of the store's suit department, succeeding MISS GLENDA STOCKER, who has resigned.

T. E. MILHOLLAND, president of Zenith Cleaners of Dallas, has been elected vice president of the National Institute of Cleaning and Dyeing and president of the Institute Cleaning Plant in Washington, D. C.

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ELI SHAPIRO, chief engineer for the Dearborn Stove Company of Dallas, has been elected a representative from the Direct Heating Equipment Division of the Gas Appliance Manufacturers' Association to the American Gas Association's subcommittee on approval of requirements for gas space heaters.

KELLER P. PARKER has joined the E. E. Dale Agency in the Wilson Building of the Guardian Life Insurance Company of America as field representative.

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METAL DESKS - CHAIRS AND FILES
STOCK AND CUSTOM-BUILT METAL EQUIPMENT

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EQUIPMENT COMPANY
PLANNING ENGINEERS AND CONTRACTORS
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Network Manager. Clyde W. Rembert, managing director of Radio Station KRLD, Dallas, is manager of the newly formed Texas Broadcasting system. The regional network has been set up by KRLD, KTRH of Houston, and KABC of San Antonio.

DR. TATE MILLER of Dallas has been installed as president of the Texas State Medical Association. MRS. S. M. HILL of Dallas has taken office as president of the women's auxiliary.

JESSE A. SANDERS, Jr., of Dallas has been elected second vice chairman of the executive committee of the Texas division of the Investment Bankers' Association. A. E. PERNET, Jr., of Dallas, is secretary-treasurer.

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FOR MORE THAN
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Wonder Bread Manager. New Dallas manager for the Wonder Bread Company, outlet of Continental Baking Company, is G. Lloyd Antrim, who became associated with the Continental organization in 1932 as a Wonder Bread route salesman. He has subsequently served as

route supervisor at Oklahoma City and as manager of the company's plants at Pueblo, Colo., and Little Rock, Ark.

JAMES E. McKEEVER, formerly chief engineer of the Bureau of Aeronautics and later associated with the Goodyear Rubber Company at Phoenix, Ariz., has become assistant sales manager at Dallas for the Permatile Company and will be in charge of sales for the Southwest.

Formerly with the Dodge Manufacturing Company of Mishawaka, Ind., **JACK C. WELLBAUM** has been appointed manager of the Dallas store of the Cottingham Bearing Company.

ROY A. CAUSEY has been appointed field representative at Dallas, with headquarters at the Carlton Hotel, for "Texas Parade," recently revived as the official publication of the Texas Good Roads Association.



Merchandise Manager. Max Stenzler has assumed his new duties as merchandise manager of the basement store of Sanger Bros. Formerly active in the retail field in Dallas, Mr. Stenzler has been until recently a member of the staff of Joske's of Texas in San Antonio.

Edwin Tankus

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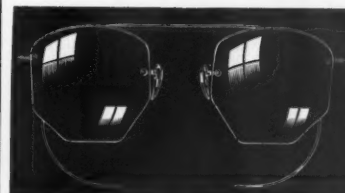
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1927 Main Street Store
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2002 Greenville Avenue
504 West Jefferson



District Manager. Jess McMurray, district manager for the fifth district for the Crane Company, has transferred his headquarters from New Orleans to Dallas. Mr. McMurray has his district office at 814 Young Street in the quarters of the Dallas branch. With the change of Mr. McMurray's headquarters, Dallas has

become one of the eight district distributing offices of the Crane Company.

Four new members of the board of directors of the Better Business Bureau of Dallas are W. M. LINGO, Jr., president of the Lingo Lumber Company; DR. CHARLES L. MARTIN, Martin X-Ray and Radium Clinic; R. L. TAYLOE, Dallas retail group manager for Sears, Roebuck & Company; and H. HAROLD WINEBERG, president of Texlite, Inc., and United Advertising Corporation.

PAUL BABB, Army Air Forces veteran, who joined Sears, Roebuck & Company in 1945 and has been manager of the toy and sporting goods departments, has been named manager of the Lamar Street farm store, succeeding W. A. DUMAS, who has retired.

H. M. TOBOLOWSKY, Dallas, is new president of the Retail Merchants' Association of Texas.



Round Table President. A. B. Green has been elected president of the Dallas Round Table Club, succeeding Harold Buck. Other officers are C. A. Mohrle, first vice president; Sam Thompson, second vice president; and Hugh Sawyer, manager of the membership department of the Dallas Chamber of Commerce, secretary-treasurer. In addition to the officers, directors include Elmo Bellamy, Byron Combs, Robert R. Suttle, D. C. Woodman, and Mr. Buck.

BOBBETT ADVERTISING SERVICE has moved to 1925 Cedar Springs.

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Latest designs and patterns, and a full range of colors, are now available. We will be glad to make recommendations suitable to your needs.

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 Dependable Building Materials
 4703 Bengal St. Logan 6-5292



New Vice Presidents. Three staff members of the advertising agency of Tracy-Locke Company have been advanced to vice presidents. They are, left to right, John H. Wellenkamp, who has been with the agency since 1942 and will continue to serve also as treasurer; Scott Leonard, account executive, who became a member of the Tracy-Locke staff in 1947; and Ernest S. Lovan, also an account executive, who joined the agency in 1944.

HENRY D. SCHLINGER, Southern Methodist University graduate, has joined the Dallas law firm of Garonzik & Lary in the Tower Petroleum Building.

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- PROTECTION
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- SERVICE

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Loans approved from plans and specifications on proposed buildings.

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1302 Main Street

"24 Years in Dallas"

Approved FHA Mortgagee

AUREY M. COSTA, Vice-Pres.

Phone R-5551

INSPECTIONS, COMMITMENTS ON CONVENTIONAL LOANS IN 24 HOURS



Sani-Wax President. New president of the Sani-Wax Company of Dallas is George A. Trenholm, who has succeeded Guy L. Mann. Gerald C. Mann is vice president and P. T. Lee is secretary-treasurer. Mr. Trenholm, who has been vice president and general manager, will continue as general manager of the company.

Founded in Cleveland, Okla., the Sani-Wax Company was moved to Dallas in 1945.

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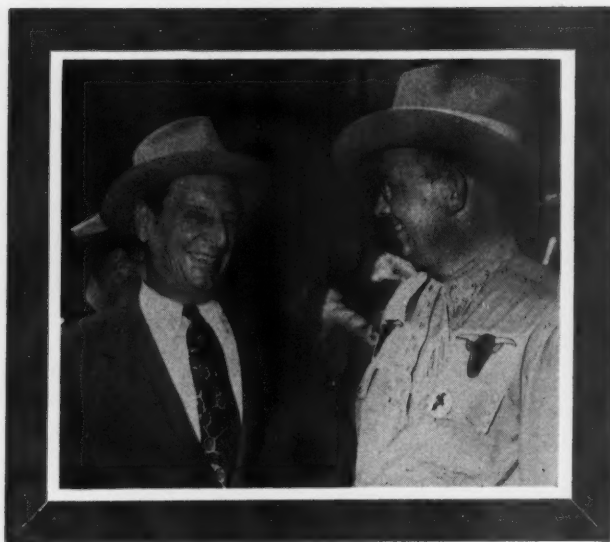
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Try Saved in Finding Right Employee
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Big Welcome for Vernon Caravan

DALLAS' greeting last month to Vernon's Santa Rosa Roundup Caravan bubbled over with cordiality.

The welcome mat stretched all the way to the heart of the downtown area from the city limits, where the 100-car caravan was met by a police escort and a reception committee and sped along Harry Hines Boulevard to the business district.

Downtown, police cleared the way for the caravan up Main Street to the City Hall, where the cars circled the block and parked. The Vernon boosters who came to town to advertise their annual rodeo then marched down the middle of Main to Stone Street, where in the block between Elm and Main a fiddle band played and five squares of dancers did a "right and

left grand" and responded to other calls of Vernon's City Manager Bob Sherrill. There were words of greeting from Mayor T. Leo Moore of Electra, more speech-making, and other entertainment, all directed toward inviting Dallasites to attend the Santa Rosa Roundup.

The reception committee which greeted the Vernon delegation at Field Circle and extended a hearty handshake on behalf of all Dallas included J. Ben Critz, vice president and general manager of the Dallas Chamber of Commerce, Mayor

BIG-HATTED AND BOOTED Walter H. Heard, right, above, who led a 100-car motorcade into Dallas last month to boost Vernon's annual rodeo, is shown being greeted by J. Ben Critz, vice president and general manager of the Dallas Chamber of Commerce. At bottom are pictured members of the police escort who, with sirens screaming, guided the delegation to the center of town: Assistant Chief W. S. Brogdon, Deputy Chief E. V. Bunch, Inspector O. P. Wright, Deputy Inspector F. D. Nelson, Sergeants R. A. Thompson, C. A. Jones, L. W. Kelley, and C. O. Cauley, and Motorcycle Officers C. R. Crowell, C. I. Maxwell, I. M. Broyles, J. B. Drake, W. E. Stafford, A. E. Eaves, J. N. Chaney, W. H. Primm, G. R. Hale, W. H. Payne, Willie Price, E. S. Crisp, E. L. Rivers, K. L. Hamilton, E. C. Knox, E. B. Howard, W. R. Steem, R. L. Murket, J. M. Phillips, Joe Murphy, and M. A. Southerland.



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DALLA



—Photographs by Thomas K. Cone, Jr.

VERNON'S BOOSTERS of the Santa Rosa Roundup are pictured at top, left, parading down Main Street in Dallas. At top, right, Mayor Jimmie Temple, right, tells Harrison Colson of Radio Station WFAA, left, that Dallas is happy to welcome the visitors from West Texas, while J. Ben Critz listens approvingly. Pictured at left, center, are Leslie King, Vernon attorney,

member of Texas Legislature, and master of ceremonies for the street program, left, and Mayor Leo Moore of Electra. Center photo shows Jesse Owens, Vernon attorney, calling for square dancing by costumed dancers, bottom, right. At bottom, left, are pictured, left to right, Mrs. L. E. Piper, Claud Bennett, and Bernice Webb, members of the Santa Rosa Roundup Caravan.

Jimmie Temple, City Manager Rod Thomas, and Assistant Police Chief W. S. Brogdon.

The Vernon Chamber of Commerce brought its roundup caravan to Dallas at the invitation of Mr. Critz, who telegraphed John Biggs, president of the Vernon Chamber, that Dallasites were waiting to give the Vernon visitors a rousing welcome.

The Vernon delegation was enthusiastic over the Dallas reception. Back home, L. E. Piper wrote for himself and Mrs. Piper:

"I wish to thank the people of Dallas for the wonderful reception given all the people of the caravan, all of whom will

always remember you good people."

W. D. Dixon, publisher of the Vernon Daily Record, wrote: "I believe you will understand that I am speaking from the

heart when I say that words can hardly express my appreciation for a few moments when small town folks felt like they really amounted to something."

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LUMBER BUYER

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Order what you need . . . 1-inch, 2-inch, 4-inch. Yellow Pine, Oak, Gum, White Pine.

Also other building materials.



U. S. Postmaster General Honored At Chamber of Commerce Luncheon

THE Dallas Chamber of Commerce was host last month to the first career postman to become chief of America's postal system.

He is Jesse M. Donaldson, postmaster general of the United States, who began his climb up the ladder to the Cabinet post some 40 years ago as a letter carrier in Illinois.

Mr. Donaldson told the several hundred businessmen who gathered to honor him at a luncheon at the Hotel Adolphus that, despite the fact that postal receipts would reach an all-time high of \$1,400,000,000 this year, some changes needed

to be made in the cost of postal service in order to offset the department's top deficit in history, about \$345,000,000, which he attributed to increasing costs of operation.

"We are going to have to charge more for what we sell so we can eliminate the widening breach between costs and receipts and avoid having to draw millions from the treasury annually to make up the deficit," he said.

To get the postal system out of the red, he recommends that the penny postcard be increased in cost to 2 cents and that other general increases be made in the

DALLAS CITIZENSHIP was bestowed upon Postmaster General Jesse M. Donaldson, shown at left in photo at top, right, by Mayor Pro Tem Wallace Savage at the Dallas Chamber of Commerce luncheon. Other photos show, left to right: Top, left, Joseph E. Cooper, Washington, superintendent of post office district No. 3; J. Howard Payne, Dallas postmaster; and Lewis Bernays, British consul general at Dallas; bottom, left, Peyton Townsend, chairman of the arrangements committee for the luncheon; R. G. McCord, member of the committee; and J. Edmund McKee, Fort Worth postmaster; center, right, W. C. McCord, member of the arrangements committee, and Angel Cano, Mexican consul at Dallas; and bottom, right, Burris Jackson, Hillsboro postmaster and president of the National Association of Postmasters, and Edgar L. Flippen, vice president of the Dallas Chamber, who presided.

rates of second, third, and fourth class mail as well as for special postal services. He said that first-class letter mail and postal savings are the only two postal services which pay their way.

Deficits are piling up in other services because, for example, a penny postcard costs 2.6 cents to handle, he explained, and parcel post rates are so cheap that a \$50,000,000 loss in being incurred this year in this department.

"If you're in business and you have to pay higher wages as well as more for your raw materials, it is plain that you are going to have to get more money for your product," he said. "It's the same way with us; we're in the postal business."

"When You See Me—DON'T Think of Life Insurance—BUT—When You DO Think of Life Insurance—SEE ME . . .

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Southwest Automotive Show Spotlights Dallas Products

AS HOSTS last month to the sixth annual Southwest Automotive Show, Dallas jobbers were impressed both by the variety and completeness of the exposition and the substantial segment represented by the output of Dallas manufacturers among the more than a million dollars worth of products on display.

Dallas producers added up to a sizeable group among the 241 manufacturers of automotive equipment, parts, accessories, and tools who displayed their products in the show utilizing 150,000 square feet of floor space in the General Exhibits and Agricultural Buildings at Fair Park.

Giving evidence of the growing importance of Dallas as an automotive manufacturing center was, for example, the exhibit of Storm-Vulcan, Inc., the world's largest exclusive manufacturer of automotive engine rebuilding equipment, for which Dallas is headquarters. Storm-Vulcan has its Dallas plant at 2504 Commerce, and a branch factory in Minneapolis. Its products include boring machines, boring plates, cylinder burnishers and glaze breakers, piston turning and grinding machines, crankshaft grinders, connecting rod grinding and grooving machines, bearing casting fixtures, babbitt melting furnaces, cap milling machines, and rod straightening presses.

Other exhibitors adding to the portrayal of Dallas' automotive manufacturing role included Ace Rubber Company, producer of vulcanizing patches and clamps; Crawford Manufacturing Company, manufacturer of seat covers; Better Monkey Grip Company, which makes vulcanizing patches, clamps, tube patch kits, tire and tube repair cement and gum, valves, friction tape, and floor mats; Continental Battery Manufacturing Company; Vitalic Battery Company and its affiliate, Allied Battery Company; Southern Waste Materials Company, producer of wiping cloths; and Sherwin-Williams Company, paint manufacturer.

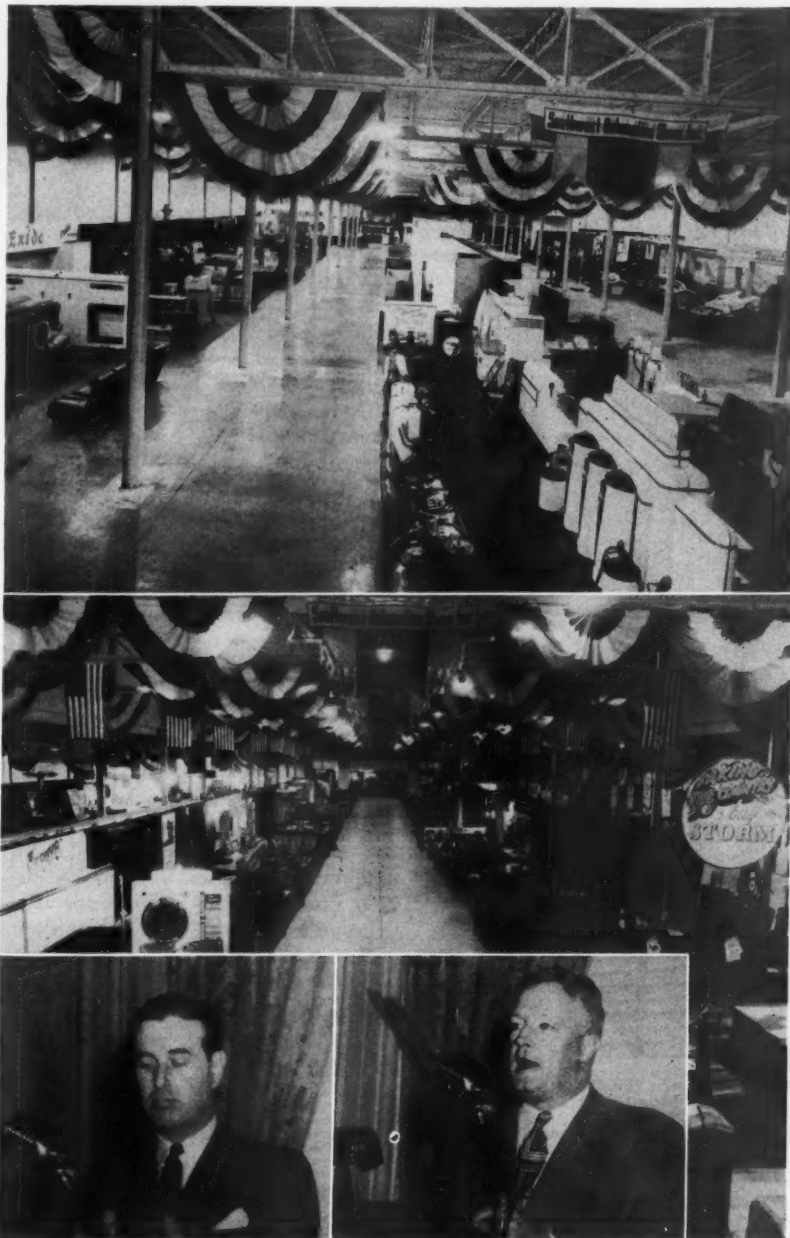
The Dallas automotive show, described as the most successful in its history, was sponsored by 251 automotive jobbing concerns operating principally in Texas, Oklahoma, Arkansas, and Louisiana and accounting for more than 450 wholesale automotive outlets in the Dallas Southwest. Jobbers were also represented from

New Mexico, Tennessee, Mississippi, and Kansas.

Dallas' sponsoring group included American Gear & Parts Company, Ashby Auto Supply Company, Automotive Appliance Company, Auto Parts Company, Dave Crockett Supply Company, Dallas Parts Service Company, Hargett Electric Company, Higginbotham-Pearlstone Hardware Company, Leach Auto Supply, the Meggs Company, The Motor Mart, National Welding & Grinding Company,

The Schoellkopf Company, Standard Service Parts, Inc., Terry Automotive Supply, and United Auto Supply Company.

The six Dallas automotive men who comprised the show committee included H. B. Braden, H. Roy Butts, T. C. Garrett, Ray C. Ricke, and A. S. Taylor, with Frank J. Brogan as chairman. Dallasites among the officers for the Dallas exposition were Dave Crockett, president; Frank E. Maupin, first vice president; and L. D. Tuttle, treasurer. Dallas directors were B. B. Burk, P. H. Ebeling, and Robert C. Smith. Dean A. Johnson is secretary-show manager.



EXHIBITS at the Southwest Automotive Show in Dallas last month are pictured in the two views at right. Shown at bottom, left, is Dave Crockett, president of the exposition, and at bottom, right, Frank J. Brogan, chairman of the show committee.

Dallas Horses Tops For Show Honors

By Alan T. Myers



AMERICAN MASTER, 5-gaited stallion, owned by Mr. and Mrs. Cecil W. Crow, High-a-Way Farm. Sired by American Born out of Lydia Lewis, this stallion is getting outstanding colts.

A PLANE flying low over the outskirts of Dallas can see signs of one of the million-dollar businesses of the area—the raising of American-bred saddle horses.

Large numbers of stables and exercise rings which are not visible from the ground are clearly visible from the air. This large number of stables is not surprising, for the raising of saddle horses is proving to be a lucrative undertaking in which a farmer or rancher can engage with a relatively small investment.

The 1948 Dallas Charity Horse Show will give evidence of the increasing recognition these stables are giving to Dallas as a breeding center. An estimated \$1,000,000 annually is spent on wages, equipment, and services alone in the horse-raising business in the Dallas area.

Every fine show horse in the region and many from out of the state are entered in the annual charity show sponsored by the Dallas Horse Show and Breeders Association. Proceeds of this year's competition, scheduled for May 26-30 at Fair Park, will go to the Pilot Club of Dallas for its school for deaf children.

Raising fine horses is no longer an exclusive pastime and hobby of the blue-blood set and merely a silk-stocking sport. It is a fascinating business which provides a substantial income for anyone who owns a few acres of pasture land.

The prospective horse-raiser can buy a brood mare registered with the American Bred Saddle Horse Association and

breed her to a good stallion registered in the same association. The colt, when raised to yearling or 2-year-old size, can be sold for \$500 to \$2,000 depending, of course, on such factors as appearance and blood lines.

Many breeders in the Dallas vicinity have found that out-of-state buyers will pay fancy prices for Texas colts. These colts can be raised as cheaply as registered cattle and can be sold for as much as four or five times the price that a steer of comparable pedigree or age will bring. The older horses, after being trained and entered in competition, bring in not only large cash prizes but also high prices. Some Dallas-bred horses have sold for fabulous amounts. One 8-year-old stallion, a top show horse, brought a reported \$50,000. Others have gone on the market for more than \$20,000.

One of the most prominent breeders in the Dallas area is Delbert Davison, owner of Rendezvous Stables on the Northwest Highway. During 1947, Mr. Davison showed three horses: Lady Louise, his top horse, a harness mare; Society Ann, a 3-gaited mare; and Queen Genius, a 5-gaited mare. These three horses, which will be shown in the Dallas Charity Horse Show, have been ranked by the National Horse Show Association as being among the top 20 horses in the nation.

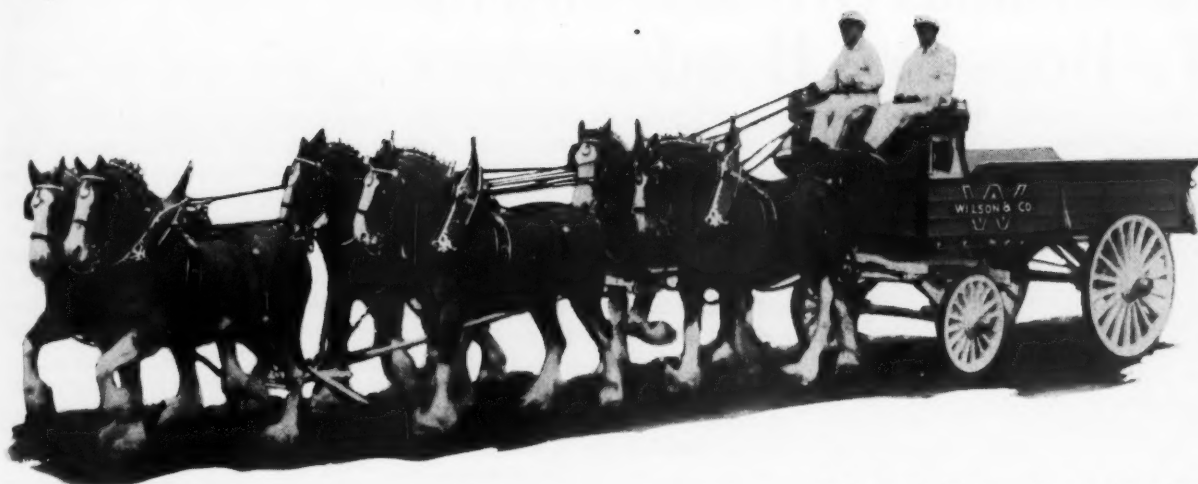
Other leading Dallas breeders include Cecil W. Crow, general manager of the Dallas Horse Show and Breeders Association and chairman of the executive

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fine harn



THIS SIX-HORSE HITCH of Clydesdale geldings owned by Wilson & Company, meat packers of Chicago, will be a highlight of the Dallas Charity Horse Show, along with a six-horse pony hitch of the Curtiss Candy Company.

committee of the 1948 Dallas Charity Horse Show. Mr. and Mrs. Crow have two outstanding 5-gaited stallions — American Master and Genius of Hi-Way. J. H. Thompson, whose Walking Horse Stables are on Highway 67 south of Dallas, is the owner of many fine walking horses, the top one in his stable being a stallion, King of the Alamo.

Still other prominent breeders in the Dallas area are Pickens Burton, Lancaster; Herman A. Dearing, Irving; Bill Bass, McKinney; Theodore Heady, Letot; R. B. George and Miss Cleo George, Carrollton; and P. O'B. Montgomery, Dallas.

Some of the raisers of American-bred saddle horses in the Dallas area got into the business quite accidentally. Mrs. Crow was given a show mare while she was still in high school. Later, her father brought her a 4-month old stallion named

American Master. Today, this horse is considered by many of the professional horse trainers as the outstanding 5-gaited horse in Texas.

Delbert Davison got into the business when he bought a pony for his son to ride in a local horse show. Today, he is not only one of the top horse breeders in the vicinity but is also recognized as one of the nation's leading horse raisers.

Horse breeding and training provide employment for many persons in Dallas. A groom and exercise boy are needed for every four or five horses. In addition, each stable needs a trainer and, in the case of a larger stable, an assistant trainer.

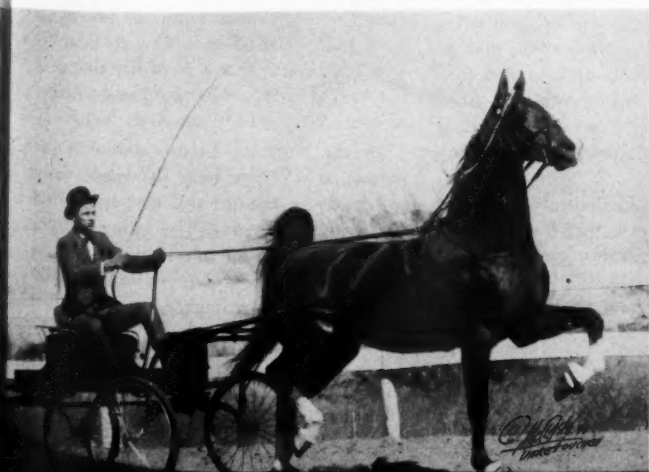
Saddle horse breeding stables in the Dallas area represent an investment running into the millions of dollars. Payrolls, feed, tack (harness), and veterinary fees run expenditures well over the million-

dollar mark. Horse trading in the Dallas region is brisk. Totals of these sales are not readily ascertainable, for in this highly competitive game, the breeders play their deals close to their chest. Quite often, reported sale prices are merely estimates based on what that person would offer for a certain animal if he were buying it.

Dallas has built up a reputation for producing fine American-bred saddle horses for the show ring. Competition is very keen and the exacting standards of style, beauty, and performance are so high that only a very small percentage of even the best horses are top-flight champions. But everyone in the business considers it a fascinating game and gets a thrill out of seeing a horse that he has raised from a colt strut through the ring to receive cups and blue ribbons from the judges.

The Dallas charity show will include gaited and fine harness horses of the American saddle breed along with Tennessee Walkers, Palominos, and Quarter horses and ponies. In addition to the more than 300 horses to be brought to the show by their owners from all over the United States, some 100 horses from the vicinity will participate.

LADY LOUISE, the nation's leading fine harness winner for 1947 and owned by Delbert Davison of Rendezvous Stables, is pictured at left being driven by Don Davison. At right, Queen Genius, another fine harness mare owned by Delbert Davison, is shown at right being driven by her former trainer, Arthur Simmons of Omaha, Nebraska.



New Dallas Office Going Up To House VA Headquarters

A new eight-story, \$1,500,000 office building for Dallas, half of which will be occupied by the regional office of the Veterans' Administration, has been announced for early construction at Corsicana and South Ervay by Lowich Brothers, the financing firm.

Fronting on Corsicana on a site acquired from Joe Lindsley of the J. W. Lindsley Company, the building will be air conditioned and will provide substantial parking space. Harry L. Spicer of Waco is the architect.

The Veterans Administration, which has leased 100,000 square feet of floor

space for permanent headquarters for the Dallas regional office, will occupy all of the second, third, and fourth floors and part of the first and fifth floors. The Dallas three-state branch office of VA will remain at 1114 Commerce.

The ground floor of the new structure will be leased for a cafeteria, drugstore, and other retail units.

Ascher Lowich is president of Lowich Brothers, which owns the Ervington Hotel and other Dallas property; Hilton E. Howell, Waco attorney is vice president; and Sander Lowich is secretary-treasurer.

Bobbett Advertising. Bobbett Advertising Service, Inc., transportation advertising, which has moved into new quarters at 2907 McKinney, has added a silk screen processing plant to its facilities. The new department, under supervision of Howard Johnston, is equipped to provide sales banners, counter cards, car cards, and other types of advertising cards and sheets varying in size from small counter cards to 24-sheet posters.

Savings Bonds

(Continued from Page 17)

ment if we are to achieve the Dallas County goal of \$9,100,000. With management's help we can reach tens of thousands of employees and their families and give them the opportunity of providing for their own personal security through investment in Savings Bonds by participating in the Payroll Savings Plan.

John M. McCoy, Texas Bank and Trust Company, is chairman for the Payroll Savings Plan in Dallas County. During the Security Loan Campaign he and his committeemen are calling on every major employer in the county. Their objectives are: (1) To ask management in plants and offices to conduct a person-to-person solicitation so that employee participation will be substantially increased; and (2) to encourage companies which do not now have the Payroll Savings Plan to make it available to their employees.

The persons whose incomes are from wages and salaries are those who suffer most during periods of economic stress. They are the persons who most need to set aside a part of their earnings as a safeguard against the future.

During and since the war the Payroll Savings Plan has conclusively proved two facts. First, that wage earners will save, if a convenient salary-deduction plan is made available to them, and, second, that such a plan has a strong value to management in employee relations if it is conducted on a voluntary basis with no coercion of workers.

The first point is evidenced by the fact that payroll savings is and has been the principal source of sales for U. S. Savings Bonds. As an aid in employee relations, the Payroll Savings Plan exerts a

powerful, psychological influence in making stable citizens of otherwise restless employees. Savings tend to make the worker a "capitalist" in a small way, and they furnish him a practical, instead of theoretical example, of the fallacy contained in Marxian doctrines. They stimulate the worker's ambition, causing him to want to do more and better work so that he can increase his earnings and thus obtain more of the good things of life that money—and savings—make possible. By and large, the savings that are possible through the Payroll Savings Plan make better citizens, and better citizens make better workers.

Our committees expect to reach virtually every potential buyer of savings bonds. Robert R. Gilbert, Jr., First National Bank in Dallas, heads our county committee on banking and investments, and is in charge of promoting sales of bonds through the Bond-a-Month Plan. He and his committee are working with the financial institutions of the county in an effort to reach businessmen, professional men and all potential investors to whom the salary-deduction plan is not available. In using the Bond-a-Month Plan the investor signs an authorization for his bank to deduct from his account each month the amount for a specified denomination of bond, which is mailed to the purchaser.

E. E. Rominger, Dallas advertising man, is chairman of the community activities committee and is in charge of enlisting the help of civic and business organizations, and of coordinating their efforts in the drive. J. M. Floyd, Lone Star Gas Company, heads the committee on advertising and publicity.

All activities in the state are under the leadership of Nathan Adams of Dallas, chairman of the Treasury's advisory committee for Texas, and E. E. Shelton of Dallas, who is co-chairman with Mr. Adams of the Security Loan Campaign in Texas.

We, the people of Dallas County, are joined with the people of the state and nation in a great patriotic effort which also promises much personal benefit to those participating in it. Our economy is so important to our way of life that it is not only the duty, but also the privilege, of every citizen to preserve it.

In the Security Loan Campaign the people of America have the opportunity to repudiate the old and accepted notion that every boom must be followed by a bust. They have the opportunity to prove that they can control their economic future to a very large degree.

You Create A Business

**INSURANCE is the
then necessity**

Insurance Premiums are an operating cost which must be added to the price of your product to be sold in a highly competitive market.

I reduce this insurance cost by competent insurance engineering, both fire and casualty.

I have represented only capital stock insurance companies for forty years.



CRUGER T. SMITH

General Insurance

R-8624

Magnolia Building

Dallas Again Given Recognition As Safest Big City in Texas

Dallas has again been judged Texas' safest big city, a recognition given in the annual competition of the National Safety Council.

Dallas' top rating in Texas, based on the 1947 record, earned it a ranking of the thirteenth safest in the nation at large among the cities of its size. The contest, coordinated by the Texas Safety Associa-

tion, was scored on the basis of 100 points, divided between the actual traffic death record and the traffic safety program.

With the exception of 1943, Dallas has been the safety winner among the major Texas cities every year since 1940. It began winning this distinction within two years after the city launched in

1938 an intensive traffic safety program sparked by the Citizens' Traffic Commission.

One net result of Dallas' sustained superiority in traffic safety is the lower cost of automobile insurance, with premiums ranging \$5 to \$23 less annually in Dallas than in other large cities in Texas.

Bailey of Dallas. George A. Bailey, who served during the war as a Naval aviator and was impressed with business opportunities offered by Dallas while stationed for a time at the Dallas Naval Air Station, has returned to Dallas and established the firm of Bailey of Dallas, hat renovators, with plant and offices at 3108 Ross. Mr. Bailey is specializing in the renovation of men's hats retailing from \$10 up. He also has the facilities for turning out custom-made hats for men who have difficulty in being fitted properly.

Bailey of Dallas will also handle a complete line of straws and panamas produced by Howard of Norwalk, straw hat manufacturing concern recently set up at Norwalk, Conn., by R. E. Howard, formerly head of the straw department of The Hat Corporation of America. In preparation for the opening of his Dallas plant, Mr. Bailey returned to his home town of Norwalk after his discharge from military service to learn the business by working in the renovating department of The Hat Corporation of America.

Glenn Advertising. Glenn Advertising, Inc., whose Dallas office in the Liberty Bank Building is under the management of T. A. Workman, has been elected to membership in the American Association of Advertising Agencies.

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T. C. FORREST, JR.
Consulting Engineer
Praetorian Building
Phone R-5026 Dallas

Let's Keep Up the Record!



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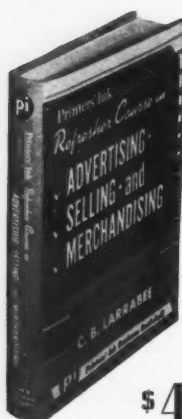
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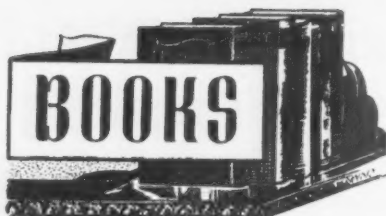


The Book Corner

Baptist
BOOK STORE

DALLAS 1, TEXAS

R-3366



**Advertising, Selling, and
Merchandising**

By the Staff of "Printers' Ink." Introduction by C. B. Larrabee. Published by Funk & Wagnalls. 249 pages. \$4.

EVERY business, regardless of how large or how small it may be, must have a definite plan of advertising, merchandising, and selling in order to succeed. This book, the first of a series of four, compiled by the staff of "Printers' Ink," is designed along with the series to meet the current need for new methods and new ideals in the highly competitive market of today.

For all advertising men and women, the series will be valuable as a refresher course and a set of daily reference books; for the business man, these books, whether purchased individually or in the entire set, will be particularly helpful in his everyday business routine, and will give him a vast amount of knowledge to keep him informed in the field of advertising.

The books are based on a highly popular series of articles which originally appeared in "Printers' Ink" and give the facts and many practical ideas concerning more than two score advertising, selling, and merchandising methods.

A few of the topics discussed are: How to find new prospects and make them buy; how to eliminate the seasonal slump and create a year-round market; getting samples to the right prospects; 12 principal objectives of consumer contests; 54 merchandising jobs that premiums can perform; advantages and disadvantages of special deals; special offers to introduce new products; and how to prevent returned goods abuses. In addition, there are many more subjects presented that will prove equally as helpful, all indexed by topics and products.

This book is particularly useful be-

cause it speaks with outstanding authority, and contains a wide range of popular subjects that are helpful in the solution of advertising problems.

**Attention and Interesting
Factors in Advertising**

By Harold J. Rudolph. Published by Funk & Wagnalls. 119 pages. \$7.50.

This book contains the results of a comprehensive study of 2,500 national advertisements made during 1939 and 1940, the last pre-war normal business year. The volume gives factual evidence in answering such questions as whether a full-page advertisement is twice as effective as two half pages, and what are the comparative values of two-color and four-color ads. It is a must for the advertiser.

**Cutting Advertising and
Printing Costs**

By the Staff of "Printers' Ink." Published by Funk & Wagnalls. 391 pages. \$5.

This volume presents more than 500 economy methods for advertising men and women everywhere.

Small Space Advertising

By the Staff of "Printers' Ink." Published by Funk & Wagnalls.

To be published soon, this will be the final volume in the "Printers' Ink" series, and is tentatively priced at \$4. These books belong on every business bookshelf to help in meeting the current need for new methods, ideas, and know-how in the advertising and selling fields. — Jerry Porter.

Allard's Flower Shop has been opened at 111 West Davis under the management of IRA L. ALLARD, Jr.

MYRON EVERTS of Arthur A. Everts Company has been appointed to the steering committee for the 1948 Silver Parade, national silver promotional program of the jewelry industry.

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The March of Industry

American Hospital Supply Opens Division at Dallas

A SOUTHWESTERN division office of the American Hospital Supply Corporation of Evanston, Ill., one of America's largest hospital supply firms, has been opened in Dallas under the direction of C. G. Schmidt, district manager.

The new Southwestern branch, providing complete office and warehouse facilities, is housed in a modernized, air-conditioned two-story building at 2500 Commerce Street, providing 17,500 square feet of floor space, including 2,800 square feet of office area. It serves hospitals in the states of Texas, Oklahoma, New Mex-

ico, Arkansas, and Louisiana. Shipping facilities include a railroad siding at one end of the division headquarters, which permits the handling of carload lots, and in addition there is a large trucking platform, which facilitates the movement of truck loads.

The Dallas branch is the fifth divisional office of the 26-year-old concern. Other division offices are at Chicago, New York, Atlanta, and San Francisco.

Previous to being called into the executive offices of American Hospital Supply Corporation as assistant sales man-



C. G. SCHMIDT

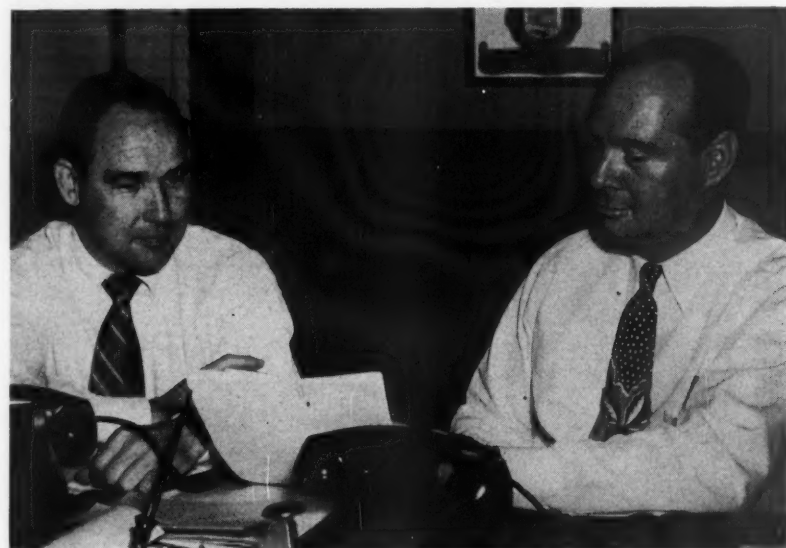
ager, Mr. Schmidt traveled the states of Texas and Oklahoma for the company. The Dallas staff also includes several others transferred to Dallas from the firm's main offices and other divisions. They are J. S. Lucado, office manager; Richard Oellers, head of the bid department; Edward Senne, head of the accounting department; Joseph Hannen, head of the shipping department; Mrs. Bernice Hess, in charge of inventory; Charles Brenchley, member of the inventory staff; and E. W. Barrow, contract manager. R. W. Thompson, sales representative, also has his headquarters in the Dallas branch, whose personnel will total approximately 35 persons.

A 10-year lease taken by American Hospital Supply Corporation on the property, owned by Charles M. Bolanz, was made by W. C. Miller of Bolanz & Bolanz, realtors.

join Mr. Bost in the management of the Tom Thumb organization. Mr. Bost, who has been active in the Dallas retail field for 20 years, is the organizer of the Tom Thumb group and is currently a director of the Greater Dallas Retail Grocers' Association.

The new Tom Thumb Super Markets are located at Lomo Alto and Lemon, on Snider Plaza, 1904 Skillman, 6709 Preston Road, 4640 Second Avenue, and in Pleasant Grove.

The Peanut Store. The Peanut Store, formerly located at 1507 Elm, is now housed in new quarters at 1607 Elm, which have been modernized with the installation of new fixtures and equipment, new displays, and a wall treatment including a full-back wall mirror. Included are facilities for roasting and blanching of nuts in the window each day. J. W. McDongal is store manager.



Tom Thumb Expansion. Enlarged through the addition of the seven Toro Super Markets, the chain of Tom Thumb Super Markets is now under the joint management of Bob Cullum, left, and J. R. Bost, right, who have purchased control of the Toro stores. Acquisition of the

Toro units in North, East, and South Dallas has broadened the Tom Thumb system to 65 stores serving the Greater Dallas area.

Mr. Cullum, veteran wholesale grocer, has resigned as vice president of A. W. Cullum & Company, wholesale grocers, to

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E. H. Sargent Branch. National Industries Corporation has under construction at Atwell and Peeler Streets in Air-

lawn Industrial Park a 13,500-square-foot, one-story office and warehouse building to house the Dallas branch to

be opened by E. H. Sargent & Company, manufacturers, wholesalers, and retailers of scientific instruments, laboratory supplies, and chemicals.

The structure, shown in the sketch as it will look when completed, will be of brick and concrete construction with truck-height floor. The office will be air-conditioned, fluorescent-lighted, and acoustically treated. The building is being erected by the J. L. O'Rourke Construction Company. F. J. Woerner & Company are the architects and engineers. The value of the land, building, and equipment will amount to about \$100,000.

Roland L. Osburn, who has had a number of years of experience in technical and sales service with E. H. Sargent & Company, will be in charge of operations of the new Southwestern branch, which is expected to be set up within the next six months. It will serve the scientific laboratories of educational institutions and hospitals and the research and control laboratories of manufacturers.



Tom Cone Expands. With his removal into new, air-conditioned quarters at 2907 McKinney, pictured above, Thomas K. Cone, Jr., photographer, has expanded his firm to include three additional partners: William R. Thompson and John E. Mangrum of Dallas and S. P. Crawley of Ranger. The new firm name is Thomas K. Cone, Jr., and Company, Photographers.

The building also houses the recently

organized All-Texas Press Service, whose owners are Messrs. Thompson, Mangrum, and Crawley. Providing a newspaper clipping service for companies and individuals, the new firm has announced that it subscribes to all of the some 640 newspapers published in Texas. Mrs. Dorothy Bostick, former office secretary of the Dallas Junior Chamber of Commerce, has assumed the duties of office manager for both businesses.

New Public Relations Firm. Henry L. Geddie, who has been an account executive in New York City in charge of public relations and publicity for United States Plywood Corporation, United States Radiator Corporation and its Pacific Steel Boiler Division, and other companies, has returned to Texas to open his own public relations office in Suite 4, Guardian Life Building, Dallas. A native of Grand Saline, he worked for several years for Texas newspapers before going to New York. He served the public relations branch of the Army Air Forces for nearly four years, and in his new firm will specialize in business, industrial, corporate, and construction public relations and publicity.

IRBY N. TAYLOR has become a partner in the firm of Prince, Harris & King, certified public accountants, Republic Bank Building.

New Dallas Apparatus Service Shop Doubles General Electric's Facilities

GENERAL ELECTRIC COMPANY this month formally opened its new Dallas Apparatus Service Shop at 3202 Manor Way, which more than doubles the work area of the former plant at 1801 North Lamar.

The new shop, providing 32,600 square feet of factory area and 5,600 additional square feet for offices and drafting, utility, and other rooms, serves the northern half of Texas, all of Oklahoma, most of New Mexico, and parts of Louisiana and Arkansas. It is housed in a new modern building, owned by the Industrial Investment Corporation and built by the O'Rourke Construction Company at a cost of \$200,000.

The shop is designed to repair motors, transformers, and other heavy electric

equipment as well as manufacture special switchgear equipment. The building is served by a Missouri-Kansas-Texas Railroad siding at the west end and by a double, enclosed truck entrance at the east end. More than \$100,000 of machine tools and manufacturing equipment installed in the building include three large electrically operated ovens used for baking and curing varnishes and insulating compounds, and facilities for dynamically balancing rotating parts of electric machines. To make it one of the best lighted buildings of its kind in the country, General Electric has used a combination of high intensity fluorescent and mercury vapor lamps.

Personnel of the service shop, stepped up about 10 per cent since occupancy of

EXTERIOR VIEW of new General Electric Apparatus Service Shop in Dallas is pictured at left. Interior view at center shows unique situation with four large electric generating machines in the shop for overhaul simultaneously. They are, at right, front to back, the rotors of machines belonging to the Dallas Power & Light Company, Texas Power & Light Company, and Southwestern Gas & Electric Company, and, to the left of the center aisle and midway down the shop, the rotor and behind it the stator of a 15,000-kw turbine generator rebuilt for the Public Service Company of Oklahoma. Typical of the kind of equipment handled by the shop is the massive electric generator pictured at right, which was shipped to Dallas from Lawton, Okla., for rewinding.

the new quarters, includes J. E. Tourtelotte, superintendent; R. G. E. Steever, engineer, switchgear assembly section; F. R. Kerr, customer service; J. W. Davis, foreman, repair section; and Len Zwaska, service engineer.

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Business and Industrial Properties

We Will Build to Suit Your Needs and Lease to You

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What'll it be, Sir?

A photographic illustration of a jar of pickles, or perhaps an industrial installation or operation. Perhaps a publicity photo for a Trade Magazine. Whatever it may be, our cameras are ready, willing and efficient. Our phone number, C-7398. Our address, 211 South Pearl.

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Our 59 years' experience in handling Real Estate in Dallas enables us to give quick and efficient service in filling your needs.

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Business Opportunities

EDITOR'S NOTE: The Dallas Chamber of Commerce cannot guarantee any firm or individual mentioned in this column. All statements are those offered by the firms or individuals, and it is suggested the usual investigation be made in each instance.

The following individuals and firms are interested in representing Dallas manufacturers in their respective territories:

Andrew Reich, 620 North Citrus Avenue, Covina, Calif.; packers of dates; looking for products to package or distribute in Southern California.

Neil F. Darcy, Lock Box 201, Newton, Mass.; manufacturers' representative; desires to represent Dallas firms in the East.

The following individuals and firms are seeking representation in Dallas and vicinity:

Republic Tool & Machine Company, 229 East Lincoln Avenue, Milwaukee 7, Wis.; manufacturer of a combination lawn fertilizer and sprinkler; seeking a distributor for the Dallas area.

Bell Laboratory, Inc., P. O. Box 1983, Orlando, Fla.; manufacturer of chemical products; seeking sales representation.

Super Concrete Emulsions, Ltd., 1372 East Fiftieth Street, Los Angeles 21, Calif.; cement color coating and water

proofing manufacturer; seeking a distributor.

Tel-O-Post Company, 140 Ash Street, Akron 8, Ohio; manufacturer of an adjustable basement post; seeking manufacturers' agents for the state of Texas.

Robert M. Glass Company, 228 West Fourth Street, Los Angeles 13, Calif.; manufacturer and wholesaler of jewelry and giftwares; seeking a manufacturers' representative presently calling on military activities in the state of Texas and adjacent areas.

Myers Sherman Company, Streator, Ill.; manufacturer of farm equipment; seeks to contact a local farm equipment distributor interested in handling its products.

Danbury Rubber Company, Inc., Floor Tile Division, 2018 Washington Avenue, St. Louis, Mo.; manufacturer of rubber tile flooring; seeking outlets through established distributors.

Olympic Luggage Corporation, Kane, Pa.; luggage manufacturer; seeking a sales representative for the state of Texas.

Minit-Man, Incorporated, 427 Penobscot Building, Detroit 26, Mich.; manufacturer of automatic car washers; offering this machine on a territorial franchise basis.

Anchor Burner Co., 420 East Grand, P. O. Box 4, Oklahoma City, Okla.; manufacturer of floor furnaces and other gas burning equipment; seeking a jobber, distributor, or manufacturers' agent in Dallas.

General Lamp Manufacturing Corporation, Elwood, Ind.; manufacturer of metal lamps; seeking a representative presently calling on wholesale hardware, electrical, and office supply dealers.

Los Angeles Die Casting Com-

pany, 340 Crocker Street, Los Angeles 13, Calif.; die casting manufacturer seeking a sales representative in the Dallas territory.

Gar Engineering Company, 836 South Los Robles Avenue, Pasadena 5, Calif.; seeking to contact distributors of smokers' accessories.

National Engineering & Manufacturing Company, 905 South Twenty-eighth Street, Milwaukee 4, Wis.; materials handling equipment manufacturer; seeking a sales organization to handle its products in the Dallas territory.

Birmingham Mop Manufacturing Company, 1114 Fifth Avenue, South, Birmingham, Ala.; manufacturer of deck mops and mop heads; seeking a Dallas broker.

Loma Plastics, Inc., 1111 Foch Street, Fort Worth 7, Texas; manufacturer of molded plastics; seeking a Dallas representative.

Robert N. Robson Company, Inc., 413-419 West Fourteenth Street, New York 14, New York; importer of chutnies, curry powders, and the like; seeking a Dallas food distributor.

King Fastener Company, East Greenwich, R. I.; manufacturer of staples and stapling machines; seeking a Dallas distributor.

Aeonina Manufacturing Company, Route 2, Box 255KK, San Antonio, Texas; manufacturer of wicks for cigar and cigaret lighters; seeking a Dallas distributor.

Southwest Steel Rolling Mills, 9901 South Alameda Street, Los Angeles 2, Calif.; manufacturer of steel fence posts; seeking Dallas wholesale distributors.

Superior Rubber Products Manufacturing Co., 4041 Ridge Avenue, Philadelphia 29, Pa.; manufacturer of V belts; seeking distribution in the Dallas area.

Propulsion Engine Corporation, Seventh Street & White Eagle Road, Kansas City 15, Kansas; manufacturer of a power driven lawn mower and gasoline utility engines; seeking a prime distributor to cover the state of Texas on an exclusive basis.

Majestic Wax Company, 2139 Blake Street, Denver, Colo.; manufacturer of waxes and dust cloths; seeking a manufacturers' representative presently calling on the jobbers of hardware, automotive, grocery, janitor supplies, and the large oil companies with service station outlets.

McCabe Lighting Corporation, 172 Newbury Street, Boston 16, Mass.;

Photographs

THOMAS K. CONE, JR.

2027 1/2 Young Street

Dallas

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Beauty . . . Value . . . Convenience

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Owner and Developer

J8-4009

J8-4493

Foreign Trade Inquiries

EDITOR'S NOTE: Statements under this heading are based on information received by the Dallas Chamber of Commerce but are not guaranteed by the Chamber or DALLAS. Details may be obtained from the Foreign Trade Department, Dallas Chamber of Commerce. Please refer to code.

3B48/REC. New York. Firm wishes to contact chemical manufacturers interested in exporting chemicals to the Far East.

3B48/SS. San Francisco. Firm desires to contact Dallas tea wholesalers, jobbers, and distributors interested in purchasing imported tea.

3B48/CGofB. Belgium. Firms wish to obtain American agents for prayer books, rayon yarn, fine grade hunting guns, imitation antique furniture, linens, suitings, oyster linens, women's bags, novelty belts, hand saws, buck saw blades, and circular saws.

3B48/LCC. England. London firms desire to contact manufacturers' agents interested in handling sporting goods of various kinds.

3B48/NTC. China. Shanghai exporter would like to contact firms interested in importing linen and cotton embroidered table cloths; handkerchiefs; women's silk embroidered underwear and dressing gowns; porcelain and pottery wares; sisal hoods; and steel sewing needles.

2B48/MSC. Italy. Milan manufacturer wishes to buy machinery for processing hogs' bristles.

3B48/CofS. Switzerland. Basel firm wishes to export aluminum ware and import technical novelties.

3B48/BE. Philippines. Manila manufacturer would like to contact firms interested in importing embroidered baby clothes.

3B48/DPB. Italy. Milan manufacturer desires to contact firms interested in importing coffee mills, graters, tomato squeezers, and pepper mills.

3B48/YMC. Japan. Manufacturer wishes to export holiday and party deco-

lighting fixtures manufacturer; seeking a manufacturers' representative.

California Hand Prints, Inc., 700 Fifteenth Street, Hermosa Beach, Calif.; producer of handprinted and plaidyed textiles; seeking a representative to handle their drapery line.

rations; silk, rayon, and cotton toys; fiber sundries; underwear, and pajamas.

2B48/RF. Italy. Milan manufacturer desires to contact American wine producers and merchants, and retailers of wine-producing equipment and machinery.

3B48/MB. Mexico. Nuevo Laredo firm wishes to contact dealers in Mexican tomatoes and fresh green hot peppers.

3B48/F. Mexico. Torreon concern desires to contact Dallas cotton brokers.

3B48/S. Italy. Trieste exporter wishes to contact firms interested in first class marble.

2B48/K. Germany. Berlin firm (French Zone) would like to obtain representative for a new medicant.

3B48/BC. Brazil. Rio de Janeiro firm offers complete service of incorporation, registration, and sales survey for firms interested in establishing offices in Brazil.

3B48/ICC. Japan. Manufacturer wishes to import raw cotton.

3B48/S. Argentina. Buenos Aires concern wishes to represent American cotton mills in Argentina.

2B48/P. Germany. Hamburg importer wishes to act as agent for American firms interested in exporting their products to Germany.

3B48/ABP. Mexico. Reynosa firm has 6,000,000 cubic feet of fine mahogany and red cedar for export.

2B48/MH. Zanzibar. Concern desires to export sea shells, sea corals, and sea grass.

4B48/CSE. Mexico. Mexico City import-firm wishes to represent North American manufacturers.

3B48/WHTC. Mexico. Mexico City import-export firm wishes to contact United States manufacturers interested in export and import.

4B48/ECC. Mexico. Border concern desires to export large quantities of crude wax.

4B48/CofS. Switzerland. Swiss firm desires representation for ribbons, silk specialties for hats, hatter supplies, and scarves.

2B48/WH. Germany. Hamburg (British Zone) manufacturer would like to contact firms interested in importing imitation antique furniture and toy electric engines.

4B48/G. Mexico. Monterrey firm wishes to import White King pigeons.

4B48/FNM. Mexico. Mexico City firm has 30,000 tons of bat guano fertilizer for export.

11D47/YCC. Japan. Yokkaichi manufacturers offer the following products for export: Worsted, woolen textile, cotton yarn and cloth, fish nets, silk and cotton hosiery, pottery and porcelain, sheet glass, rubber belting, electric wire, farming tools and machines, vegetable oil, soap and other oil and grease products, cosmetics, drugs, wooden ware, and chemical fertilizer.

Robert D. Goodwin

ARCHITECT

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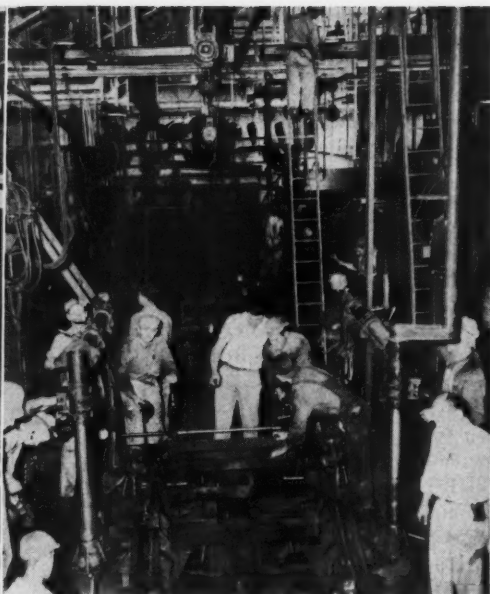
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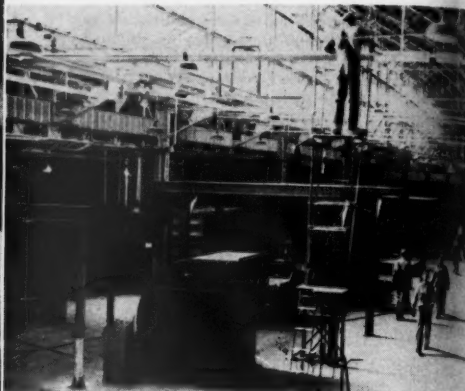
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DALLAS, TEXAS



CHANGEOVER WORK in Dallas plant for production of 1949-model Ford shows workers at left constructing spray booth for repair jobs. Conveyor line, bottom right, was moved into booth. Center photo pictures employees pulling out 1948-model body framing fixture where new-type body jigs were installed. Photo at right shows broad view of the spray booth and oven area where most of the reconversion work took place.



Dallas Plant Spends \$1,100,000 Getting Ready for 1949 Ford

IN PREPARATION for its presentation sometime in June of the 1949-model Ford, described by Henry Ford II as "out of this world," the Dallas assembly plant of the Ford Motor Company this month completed a \$1,100,000 retooling and improvement program and began sub-assembly operations for the production of the new car.

*Most of the money spent in the reconversion program was for the installation of new, gas-fired ovens and modern paint-spray booths. Outmoded body framing fixtures have been replaced, and elec-

tronically controlled welding equipment has been installed, with the new welding guns alone costing \$75,000.

When passenger-car assembly ended March 1 for the changeover work, the Dallas plant had turned out 121,368 units since the end of World War II. Truck production has continued all along, however, at a 95-per-day rate.

Production at Dallas will be moved up to a daily rate of about 250 cars, including trucks, as rapidly as the availability of supplies permits, said C. F. Jessee, plant manager.

The remodeling changes in the paint department include the replacement of the old-type, steam-heated drying ovens with seven all-steel, automatically controlled gas-fired ovens. Four new spray

booths were installed. Improvements to the body line include the addition of four new, streamlined jigs or body-forming fixtures. The chassis, or final assembly line, has also been improved. Additions include a roadability gauge to test wheel adjustment and the front end system as the car leaves the line.

Since its opening in 1914, the Dallas plant of the Ford Motor Company has assembled some 1,050,000 passenger automobiles and trucks.

New Layne-Texas Division. The Layne Texas Company, Inc., 3903 Elm, has opened a new department for water and industrial waste treatment. Through this division, Layne-Texas will provide industry and municipalities, in cooperation with their consulting engineers, with a complete service from the time of the development of a water source and including all treatment required for its final use. A. J. Krell is in charge of this activity for the company.

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DALLAS



Expands Quarters. Henry R. Lyon, who a year ago established Henry R. Lyon & Company, accountants and auditors, has moved his firm into larger quarters at 2214 Cedar Springs, which are designed for further expansion. Mr. Lyon, Army Air Forces veteran of five years of service, was associated before the war with public accounting firms in Dallas for a number of years and later entered government work, including service as assistant regional auditor for the Social Security Board for Texas, New Mexico, and Louisiana. Associated with Mr. Lyon is John M. Green, Marine Corps aviation veteran.



Purchasing Agent's Chief. R. Linn Crockett, purchasing agent for the American Liberty Oil Company, is the new president of the Purchasing Agents' Association of Dallas, succeeding Charles F. Wilson, Lone Star Gas Company. Other officers are C. J. Castles and J. D. Brown, vice presidents; L. P. McElroy, secretary; and Ira Jared, treasurer. Mr. Wilson has been named national director and Guy Williams is alternate national director.

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Mary Chilton

(Continued from Page 22)

"We are in our tenth year of operation," she said, "and I guess Young Ages has been copied and imitated from the floor to the roof, that is, except the name. That was registered as a trademark before we opened our doors for business."

One interesting sidelight on Young Ages is that all fixtures are sturdy enough to make it unnecessary for mothers to caution their children, "No, no, don't touch!" The wood is the hardest to be found, and all other equipment in the Young Ages plant is washable and practically indestructible.

Mary Chilton began her business career a short time after being graduated from Hockaday and Southern Methodist University. After working nearly two years for Neiman-Marcus Company in the personnel department, she decided that, if she was to achieve her ambition

in the retailing field, she should go to the heart of the clothing market: New York. She worked six years in New York, learning every phase of the marketing, retailing, advertising, and displaying of merchandise.

"Then I came back to Dallas, my home, to open a shop," Mrs. Chilton explained. "Sales the first day exceeded \$150 of merchandise and convinced me that the enterprise would be successful."

When Mrs. Bowden and Mrs. Chilton began business, Young Ages also included decor for nurseries and children's rooms, but as the clothing business continued to grow, they closed the decorating department.

"I recall one amusing incident in connection with our opening in 1938," she said. "Of course, when we started, we had no idea of how many customers we would have. Since our funds were limited, we bought only two or three of each item we wanted to carry, with the expectation of re-ordering additional merchandise as needed. A friend of mine in New York, Margaret Fuller, was at the time a member of the advertising staff of "House Beautiful." Later, she became assistant publisher of the magazine, incidentally.

"She wrote that, as a present to mark the opening of Young Ages, she wanted to give us an ad in the December issue of "House Beautiful," which would appear about the end of November. I sent her an adorable musical lamb that played "Mary Had a Little Lamb," to photograph for an illustration in the advertisement.

"Well, our shop opened October 20 and that very day we received a wire from someone who had seen the ad of the musical lamb and wanted one. Before the day was over, we had far more orders than we could take care of, and by the end of the week, we had to phone the manufacturer to send us all of the musical lambs he could make. It seems Miss Fuller was able to get the ad in a month earlier than she had anticipated; so, you see, we were doing a nation-wide business in one product almost before we even set up shop. Those lambs were ordered from every state—Hawaii, Havana, and the Philippines. By Christmas time, we were selling lambs that played "The Sidewalks of New York," for the manufacturer had long since used up all his Swiss music boxes that played "Mary Had a Little Lamb," or "Brahm's Lullaby." That we filled over 500 orders and had to

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- THE BUDGET COTTAGE
- THE WELL-TO-DO HOME
- THE FINE HOME

Fakes & Company
FURNISHING TEXAS HOMES SINCE 1876

return over 200 additional checks proves the value of advertising."

Young Ages was the first children's shop to feature toys the year-round. Many of the stores have since adopted the policy of selling toys all 12 months of the year instead of at Christmas time only. Mrs. Chilton believes that, other than the regular sporting goods stores, her's was the first to realize that footballs and dolls can be sold any day in summer just as easily as those three weeks preceding Christmas.

Mrs. Chilton works closely with different Dallas kindergarten and nursery schools in helping them to select toys for pre-primary age tots, and for several years has helped in the designing of the Hockaday uniforms. Young Ages does a large business by mail order, and many families out-of-state write to Mary Chilton giving the ages and sizes of their children and get complete seasonal wardrobes.

"We used to do style shows of children's clothes at the Dallas Country Club and the S. & S. Tea Room before the war," she said, "and we will probably get back to something similar before long."

Mrs. Chilton bought Mrs. Bowden's

partnership interest in 1944 and now also owns the Tiny Toggery Shop in Stevens Park addition in Oak Cliff and has a leased department in a Fort Worth store. Her interests amount to well over a half million dollars.

"People come to me from time to time, and want advice on starting a child's shop," she said. "They have read in the newspaper about the increased birth rate, or the success of certain children's shops and want to go into the business. I always ask them, first, if they have any experience in retailing, buying, advertising, or auditing. This is so important, for stores are so highly specialized that a novice doesn't stand much of a chance.

"You can't get into this business just because you like children; although that is a vital factor, of course. I think that the perfect illustration of how strenuous and exacting this business is is the fact that you seldom hear of store buyers opening shops for themselves. They have had an opportunity to see the hazards that can and do occur, and they know how important every detail is and how much capital must be invested before you have any possibility of realizing any profit."

Mary Chilton has proven herself a suc-

cess in every one of these problems; and she has proof the children like her, too. Most of her young customers want to help their mothers select their clothes at Young Ages, and they all call her "Mary." Often they recognize her away from the shop, and come darting up to her to say "Hello, Mary," to the amusement of her friends.

Mrs. Chilton does not take much time away from her business, but when she does, she likes to prepare the fanciest sort of dishes, having attended the famous New York cooking school, Le Cordonbleu. Her other interest run to country-style fishing and the Dallas Women's Symphony League.

Mrs. Chilton's sister, Mrs. Elizabeth Jarmon, runs Young Ages when "Mary" is on a buying tour in New York or California. She usually goes to the eastern coast every two months, and about once a year to California.

Young Ages has 45 employees now, and "they are all jewels," according to Mary Chilton.

MRS. EDITH DeBUSK of Dallas has been elected recording secretary of the Texas Federation of Business and Professional Women's Clubs.

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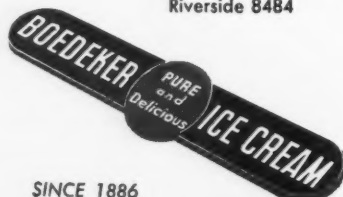
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1879 CLARKE & COURTS
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**1885 LAWTHER-
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**1888 SUTTON, STEELE &
STEELE, Inc.**

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**1892 EXLINE-LOWDON
CO.**
Lithographers and Printers

**1892 THE EGAN
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Embossed Labels

**1893 ORIENTAL LAUNDRY
COMPANY**
Finer Laundering, Sanitizing
Cleaning and Fur Storage

**1894 GRAY & GRAHAM
COMPANY**
Designers of Men's Fine Clothes



Olive & Myers Manufacturing Company, one of the Southwest's leading furniture concerns, now in its forty-ninth year, has come a long way since the group of employees pictured above were photographed in 1902, when the firm was three years old. Even then Olive & Myers was recognized as one of Dallas' most important industries, with a payroll believed the largest in the city at that time. Leland O. Taylor, warehouse superintendent of the present plant, who loaned this photograph to DALLAS for reproduction, reports that only one employee can now be identified—Will C. Hooten, fourth from the left on the front row, who retired as plant foreman last month. Olive & Myers, whose trade territory practically corresponds with the famed Dallas Southwest, today employs about 230 persons. The firm recently constructed on a sample floor at its plant, 2220 Young, a model home called the House of Suggestions, which brought national recognition in magazines and newspapers.

Established

**1896 BRIGGS-WEAVER
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Dallas' Oldest Furniture Store

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Established

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**1898 HAVERTY FURNI-
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**1899 OLIVE & MYERS
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Ar. Fort Worth	1.50 pm
Lv. Fort Worth	2.00 pm
Lv. Oklahoma City	6.00 pm
Lv. Ponca City	7.45 pm
Lv. Wichita	9.30 pm
Ar. Kansas City	1.10 am
Ar. Chicago	9.00 am

Texas Chief — Southbound

Lv. Chicago	6.00 pm
Lv. Kansas City	1.50 am
Ar. Wichita	5.35 am
Ar. Ponca City	7.15 am
Ar. Oklahoma City	9.00 am
Ar. Fort Worth	12.55 pm
Lv. Fort Worth (Motor Coach)	1.05 pm
Ar. Dallas	2.05 pm
Ar. Houston	7.00 pm
Ar. Galveston	8.15 pm

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Dale Miller

(Continued from Page 7)

Army and Navy in the dispersal of this industry in the interest of defense.

Irrespective of the national security phase, however, Washington and the nation generally can be expected to watch the Chance Vought relocation with profound interest. What is happening in the broad sense is that the Navy and Chance Vought, through the exigencies of defense preparations, are accelerating a process of industrial decentralization which will be under way inexorably in the years ahead if the nation remains at peace. And the circumstance that the Chance Vought move represents one of the most important examples of industrial relocation ever undertaken in America will cause industry generally throughout the country to study and weigh every phase of its transplantation with the most consuming interest. It will be watched as a trail-blazer, for the complexities involved in its own relocation effort will constitute something of a synthesis of the economic problems which many industries in congested areas must confront in the years of the future.

"G.T.T. — Gone To Texas," crudely drawn on many a cabin door, was a laconic but eloquent symbol in pioneer days of the challenge of a distant frontier, and the conquest of a wilderness. The challenge is still there, and the frontier, too; and for Chance Vought there is even a wilderness for conquest—the wilderness of the sky.

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Although we are always glad to see you at our offices, it is not necessary for you to come in to make arrangements for electric service when you are planning to move. Just *telephone* or *write* us a letter, giving your old and new addresses and date of your move. Then our records can be changed accordingly.

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